Four-Year Degree Plan for Major in Advertising and Public Relations, Advertising Creative Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

First (Fresh	man) Year - Fall Semester	
ART 102	Foundations: Drawing	
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	2-4

Subtotal: 15-17

First (Fresh	man) Year - Spring Semester			
ART 102	ART 102 Foundations: Drawing			
	or			
ART 104	Foundations: 2-D Design			
	or			
FMX 210	Digital Media (A)			
	or			
COM 222	Media Aesthetics & Creativity			
	or			
COM 224	Mass Media & Society			
	or			

COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	
	and	
AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	2-4

Subtotal: 15-17

Second (Sophomore) Year - Fall Semester		
MAT 155	Finite Mathematics for Liberal Arts	
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	2-4
	and	
ART 102	Foundations: Drawing	4
	or	
ART 104	Foundations: 2-D Design	
	or	
FMX 210	Digital Media (A)	
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 232	Visual Literacy (A)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	

Subtotal: 14-16

Second (Sophomore) Year - Spring Semester			
become (bopin	Humanities / Fine Arts (Bacc. Exp.) and/or	2-4	
	Social Science (Bacc. Exp) and	4	
	Natural Science (Bacc. Exp.)	3-4	
ART 102	Foundations: Drawing	4	
	or		
ART 104	Foundations: 2-D Design		
	or		
FMX 210	Digital Media (A)		
	or		
COM 222	Media Aesthetics & Creativity		
	or		
COM 224	Mass Media & Society		
	or		
COM 232	Visual Literacy (A)		
	or		
COM 283	Principles of Advertising		

	or		
COM 284			
Subtotal: 14-16			
Third (Junior	s) Voor Foll Comestor		
ART 102	r) Year - Fall Semester Foundations: Drawing	4	
	or		
ART 104	Foundations: 2-D Design	4	
FMX 210	or Digital Media (A) or		
COM 222	Media Aesthetics & Creativity		
COM 224	Mass Media & Society		
COM 232	or Visual Literacy (A)		
COM 283	or Principles of Advertising		
COM 284	or Principles of Public Relations and		
COM 302	Digital Media for Design and Communication	4	
ART 305	or Graphic Design 1		
COM 383	and Writing for Advertising (W)	4	
	Subtotal	16	
Third (Junior) Voor Chring Comestor		
ART 102	r) Year - Spring Semester Foundations: Drawing	4	
	or		
ART 104	Foundations: 2-D Design or		
FMX 210	Digital Media (A)		
COM 222	Media Aesthetics & Creativity		
COM 224	Mass Media & Society or		
COM 232	Visual Literacy (A) or		
COM 283	Principles of Advertising or		
COM 284	Principles of Public Relations and		
COM 436	Communication and Media Ethics and	4	
	Writing Intensive (W) (Bacc. Exp.)	4	
	Advertising Creative Track elective	4	
	Subtotal	: 16	
Fourth (Seni	or) Year - Fall Semester		
COM 470	Communication Research Methods	4	
	Writing Intensive (W) (Bacc. Exp.)	4	
Advertising Creative Track elective		4	
Advertising Creative Track elective			
	or Internship		
	Subtotal	16	

Fourth (Senior) Year - Spring Semester COM 583 Advertising Campaigns

4

Advertising Creative Track elective 4
Advertising Creative Track elective 4
Advertising Creative Track elective 4
or
General elective
or
Internship
Subtotal: 16

Four-Year Degree Plan for Major in Advertising and Public Relations, Public Relations Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

208,00 100900		
First (Freshn	nan) Year - Fall Semester	
FMX 210 Digital Media (A)		
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	4

Subtotal: 15-17

]	First (Freshman) Year - Spring Semester			
	FMX 210 Digital Media (A)		4	
		or		
	COM 222	Media Aesthetics & Creativity		
		or		
	COM 224	Mass Media & Society		
		or		
	COM 225	Media Writing (W)		
		or		
	COM 283	Principles of Advertising		
		or		
	COM 284	Principles of Public Relations		
		and		
	BAC 102	First-Year Seminar II	1	
		or		
	HON 102	Pathways to Honors 2		

	and	
AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	2-4

Subtotal: 15-17

Second (Sop	homore) Year - Fall Semester	
MAT 155	Finite Mathematics for Liberal Arts	4
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	
	and	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	4
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	Subtotal:	14-16

Subtotal. 14-10

	or Elective (ADPR) Subtotal: 1	
COM 301	Introduction to Organizational Communication	
BUS 101	Introduction to Global Business or	4
COM 284	Principles of Public Relations and	
COM 283	Principles of Advertising or	
COM 202	or	
COM 225	or Media Writing (W)	
COM 224	Mass Media & Society	
COM 222	Media Aesthetics & Creativity	
FWIX 2.10	or	т
FMX 210	Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A)	4
Secona (Sop	hohomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or	2-4

Third (Junior) Voor - Fall Comostor

inira (junior) year - Faii Semester			
FMX 210) Digita	al Media (A)	4
	or		
COM 22	2 Media	a Aesthetics & Creativity	
	or		
COM 22	4 Mass	Media & Society	

	or			or	
COM 225	Media Writing (W)			Internship	
	or			and	
COM 283	Principles of Advertising			ADPR elective	4
	or			and	
COM 284	Principles of Public Relations			ADPR elective	4
	and			or	
JOU 221	Digital Media for Design and	4		General elective	
	Communication			or	
	or			Internship	
FMX 241	Introduction to Sound, Image and				Subtotal: 16
	Motion				
2011015	or		•	iior) Year - Spring Semeste	r
COM 315	Web Design		COM 584	Public Relations Campaigns	4
	or			ADPR elective	4
COM 302	Digital Media for Design and			ADPR elective	4
	Communication			or	
	and			General elective	
COM 384	Writing for Public Relations (W)	4		or	
	or			Internship	
	Writing Intensive (W) (Bacc. Exp. or			ADPR elective	4
	ADPR/PR Track elective)			or	
	and			General elective	
	Humanities/Fine Arts (Bacc. Exp.)	2-4		or	
	or			Internship	
	Social Science (Bacc. Exp.)			•	Subtotal: 16
	Subtot	al: 16			_ : .5 :: : : : : - : - : - : - : - : - : - :

4

Third (Junior) Year - Spring Semester JOU 221 Multimedia Journalism 1 FMX 241 Introduction to Sound, Image and Motion

Web Design COM 302 Digital Media for Design and Communication

and

or

COM 315

COM 384 Writing for Public Relations (W) 4

> Writing Intensive (W) (Bacc. Exp. or ADPR Track elective)

and COM 436 Communication and Media Ethics 4

or

ADPR elective

or

General elective

or Internship and

BUS 101 Introduction to Global Business

or

COM 301 Introduction to Organizational

Communication

or

ADPR elective

Subtotal: 16

4

Fourth (Senior) Year - Fall Semester COM 470 **Communication Research Methods** 4 and ADPR elective 4

Four-Year Degree Plan for Major in Advertising and Public Relations, General Track

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully graduate. A student must earn a minimum of 124 credit hours to qualify for the Bachelor of Arts degree in Advertising and Public Relations.

Degree Requirements

First (Fresh	man) Year - Fall Semester	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	
	and	
AWR 101	Writing and Inquiry	4
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	and/or	
	Social Science (Bacc. Exp.)	4

Subtotal: 15-17

COM 284

First (Freshm	ian) Year - Spring Semester	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
	and	
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	
	and	

AWR 201	Writing and Research	4
	Natural Science (Bacc. Exp.)	3-4
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	2-4

Subtotal: 15-17

Second (So	phomore) Year - Fall Semester	
MAT 155	Finite Mathematics for Liberal Arts	4
	or	
MAT 160	College Algebra	
	and	
	Humanities / Fine Arts (Bacc. Exp.)	2-4
	or	
	Social Science (Bacc. Exp)	
	and	
FMX 210	Digital Media (A)	4
	or	
COM 222	Media Aesthetics & Creativity	4
	or	
COM 224	Mass Media & Society	
	or	
COM 225	Media Writing (W)	
	or	
COM 283	Principles of Advertising	
	or	
COM 284	Principles of Public Relations	
COM 284	Principles of Public Relations Subtotal:	14-16
	Subtotal:	14-16
	Subtotal: : phomore) Year - Spring Semester	14-16
	Subtotal:	14-16 2-4
	Subtotal: : phomore) Year - Spring Semester	
	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.)	
	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and	
	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp)	
	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and	2-4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.)	2-4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A)	2-4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or	2-4 4 4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or Media Aesthetics & Creativity	2-4 4 4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or Media Aesthetics & Creativity or	2-4 4 4
Second (So	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or Media Aesthetics & Creativity or Mass Media & Society	2-4 4 4
FMX 210 COM 222 COM 224	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or Media Aesthetics & Creativity or Mass Media & Society or	2-4 4 4
FMX 210 COM 222 COM 224	Subtotal: 2 phomore) Year - Spring Semester Humanities / Fine Arts (Bacc. Exp.) and/or Social Science (Bacc. Exp) and Natural Science (Bacc. Exp.) Digital Media (A) or Media Aesthetics & Creativity or Mass Media & Society or Media Writing (W)	2-4 4 4

Subtotal: 14-16

Third (Junio	or) Year - Fall Semester		
JOU 221	Multimedia Journalism 1		
	or		
FMX 241	Introduction to Sound, Image and		
	Motion		
	or		
COM 315	Web Design		
	or		
COM 302	Digital Media for Design and		
	Communication		
	or		
ART 305	Graphic Design 1		
	and		

Principles of Public Relations

COM 383	Writing for Advertising (W)	4	COM 584	Public Relations Campaigns
COM 384	or Writing for Public Relations (W) and			ADPR elective ADPR elective or
COM 436	Communication and Media Ethics	4		General elective
	or			or
	ADPR elective			Internship
	or			ADPR elective
	General elective			or
	or Internship			General elective or
	and			Internship
	Humanities/Fine Arts (Bacc. Exp.)	2-4		meer namp
	or			•
	Social Science (Bacc. Exp.)			
	Subtota	al: 16		
Third (Juni	or) Year - Spring Semester			
JOU 221	Multimedia Journalism 1	4		
,00 ==1	or	•		
FMX 241	Introduction to Sound, Image and			
	Motion			
	or			
COM 315	Web Design			
COM 202	or			
COM 302	Digital Media for Design and Communication			
	or			
ART 305	Graphic Design 1			
11111 000	and			
COM 383	Writing for Advertising (W)	4		
	or			
COM 384	Writing for Pubic Relations (W)			
	and			
COM 436	Communication and Media Ethics	4		
	or			
	ADPR elective or			
	General elective			
	or			
	Internship			
	and			
	Humanities/Fine Arts (Bacc. Exp.)	2-4		
	or			
_	Social Science (Bacc. Exp.)	1.46		
	Subtote	ai: 16		

4

Subtotal: 16

Subtotal: 16

COM 470	Communication Research Methods	4
	and	
	ADPR elective	4
	and	
	ADPR elective	4
	and	
	ADPR elective	4
	or	
	General elective	
	or	
	Internship	

Subtotal: 16

Fourth (Senior) Year - Spring SemesterCOM 583 Advertising Campaigns 4