

Name: \_\_\_\_\_  
 Student ID: \_\_\_\_\_  
 Date Admitted Into Major: \_\_\_\_\_

**BACHELOR OF SCIENCE  
 COMMUNICATIONS  
 ADVERTISING COMMUNICATIONS CONCENTRATION**

**GENERAL EDUCATION REQUIREMENTS**

**Competencies**

<input type="checkbox"/>	◆ Basic College Math
<input type="checkbox"/>	◆ Reading Comprehension

**◆ General Education Categories (34-35 credits total)**

◆FYS	First Year Seminar			3
◆W-I	Written Communication - Level I			3
◆OC	Oral Communication			3
PGR	Personal Growth & Responsibility			3
CEA	Creative Expression & Appreciation			3
WC	World Cultures			3
HP	The Human Past			3
CS	Contemporary Society			3
SR	Scientific Reasoning:	# Any SR course		3-4
		# SR Lab course		4
QR	Quantitative Reasoning			3

**‡ Written Communication (Level II and Level III)**

W-II	Written Communication - Level II			<input type="checkbox"/>
W-III	Written Communication - Level III			<input type="checkbox"/>

**Free Electives (25 credits minimum)**

May be necessary to take additional credits to attain the minimum 120 credits required for graduation depending on choices made for general education or minor selection.


**COURSES IN MAJOR (42 credits total)**

**Major Core Courses (15 credits)**

COM	100	Media in Our Lives	3
COM	105	Precision Writing in Communications	3
COM	220	Media Literacy	3
COM	235	Multimedia Storytelling	3
COM	250	Engaging Your Audience	3

**Advertising Communications Concentration Courses (12 credits)**

COM	300	Comm. Research Methods	3
COM	320	Principles of Advertising & IMC	3
COM	321	Print Copywriting	3
COM	421	Copywriting for Electronic Media	3

**Major Electives (6 credits)**

**Choose any two COM courses:**

COM			3
COM			3

**Major Capstone Courses (9 credits)**

COM	503	Communications Portfolio Seminar	3
COM	507	Experiential Learning in Advertising	3

**Choose one of these courses:**

COM	501	Practicum in Print & Digital Journalism	3
COM	505	Internship in Communications	3

**Required Minor: \_\_\_\_\_ (15-18 credits total)**


♥ Students may choose to use support courses to satisfy general education categories, but may not be required to do so. **Note:** If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

- ♣ Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.
- ‡ These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline.
- ‡ Level II and Level III Written Communications Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.

◆ COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS      ◆ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

Exceptions in the timing of courses will be made for transfer students.

**Total credits for graduation: 120**

**Effective: 9/2017**