

Name: _____
 Student ID: _____
 Date Admitted Into Major: _____

**COMBINED BACHELOR OF SCIENCE IN COMMUNICATIONS
 ADVERTISING COMMUNICATIONS CONCENTRATION
 AND
 GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATIONS**

GENERAL EDUCATION REQUIREMENTS

Competencies

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

◆ General Education Categories - 34-35 credits

◆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 total)
 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.

*** Post Baccalaureate Graduate Electives (9 credits total)**
 Choose any three courses from the following list:

COM	710	Communications Technology		3	
COM	715	Persuasion, Propaganda and PR		3	
COM	716	Communications in the Global Village		3	
IDS	725	IT Fluency in Profess. Practice		3	

COURSES IN MAJOR (36 credits)

Required Undergraduate (15 credits total)

COM	100	Media in Our Lives		3	
COM	105	Precision Writing in Comm.		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 and IMC		3	
COM	321	Print Copywriting		3	
COM	421	Copywriting for Electronic Media		3	

♪ Required Graduate (3 credits total)

COM	700	Strategic Communications		3	
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Concentration Capstone Course (3 credits total)

COM	507	Experiential Learning in Advertising		3	
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Major Graduate Elective (3 credits total)
 Choose any one course from the following list:

COM	710	Communications Technology			
COM	715	Persuasion, Propaganda and PR			
COM	716	Com in the Global Village			
IDS	725	IT Fluency in Profess. Practice			

Major Capstone and Elective Courses (6 credits)

COM	503	Communications Portfolio Seminar		3	
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And choose one of these courses:

COM	501	Practicum in Journalism		3	
COM	505	Internship in Communications		3	

Required Minor (15-18 credits)

♥ 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.

* The additional credits listed above are required for graduate certificate.

† Total credits for BS and Certificate: 129 credits.

♪ COM 700 and one other graduate course listed may be applied toward the BS.

◆ 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 Total credits for graduation and certificate : 129

Effective: 9/2017