

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

BACHELOR OF SCIENCE MEDIA & COMMUNICATION

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) and Diversity, Power Dynamics and Social Justice				
W-II	Written Communication - Level II			<input type="checkbox"/>
W-III	Written Communication - Level III			<input type="checkbox"/>
DPDS	Diversity, Power Dynamics and Social Justice			

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)				
MCO	100	Media in Our Lives	3	
MCO	105	Precision Writing in Communications	3	
MCO	220	Media Literacy	3	
MCO	235	Multimedia Storytelling	3	
MCO	250	Engaging Your Audience	3	
Advertising Communications Concentration Courses (12 credits)				
MCO	300	Comm. Research Methods	3	
MCO	320	Principles of Advertising & IMC	3	
MCO	321	Print Copywriting	3	
MCO	421	Copywriting for Electronic Media	3	
Major Electives (6 credits)				
Choose any two MCO courses:				
MCO			3	
MCO			3	
Major Capstone Courses (9 credits)				
MCO	503	Communications Portfolio Seminar	3	
MCO	507	Experiential Learning in Advertising	3	
Choose one of these courses:				
MCO	501	Practicum in Print & Digital Journalism	3	
MCO	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, Level III Written Communications and Diversity, Power Dynamics and Social Justice 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
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Exceptions in the timing of courses will be made for transfer students.

Total credits for graduation: 120

Effective: 9/2018