

Special Application Process Required

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

Salem STATE UNIVERSITY
COMBINED BACHELOR OF SCIENCE IN MEDIA & COMMUNICATION

**ADVERTISING COMMUNICATIONS CONCENTRATION
 AND
 GRADUATE CERTIFICATE IN STRATEGIC COMMUNICATIONS**

GENERAL EDUCATION REQUIREMENTS

Competencies

♦ Basic College Math

♦ 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) 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			<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:

MCO	710	Communications Technology	3	
MCO	715	Persuasion, Propaganda and PR	3	
MCO	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)

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

♪ Required Graduate (3 credits total)

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

MCO	507	Experiential Learning in Advertising	3	
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Major Graduate Elective (3 credits total)

Choose any one course from the following list:

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

Major Capstone and Elective Courses (6 credits)

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

MCO	501	Practicum in Journalism	3	
MCO	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, 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.

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

† Total credits for BS and Certificate: 129 credits.

♪ MCO 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: 9/2018