

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

**BACHELOR OF SCIENCE
 MEDIA & COMMUNICATION
 ADVERTISING COMMUNICATIONS CONCENTRATION**

GENERAL EDUCATION REQUIREMENTS

Competencies

♦ Basic College Math

♦ 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 (21 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.

Minor (Optional)

COURSES IN MAJOR (46 credits total)

Required (18 credits)

MCO	100	Media in our Lives	3	
MCO	105	Precision Writing	3	
MCO	220	Media Literacy	3	
MCO	235	Multimedia Storytelling	3	
MCO	250	Engaging Audiences	3	
MCO	350	Junior Career Seminar	3	

Required Concentration Courses (19 credits)

MCO	222	How Advertising Works	3	
MCO	300	Comm. Research Methods	3	
MCO	321	Writing for Advertising	3	
MCO	421	Copywriting for Digital Advocacy	3	
MCO	499	Senior Portfolio	1	
MCO	505	Internship in Media and Com	3	
MCO	510	Experiential Learning in Ad & PR	3	

Electives (9 credits)

MCO			3	
MCO			3	
MCO			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.
- ¶ Transfer students with 60 credits or above are not required to complete a minor

◆ 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: 9/2021