

BACHELOR OF ARTS IN COMMUNICATION
(Advertising Emphasis)
 (130 credit hours required)

NAME _____

DATE ____/____/____

RELIGION CORE**DEVELOPING BIBICAL FAITH/LIFESTYLE**

BIBL-110 Message of the New Testament (3) ()
 BIBL-111 Message of the Old Testament (3) ()
 THEO-230 Intro. to Theology (3) ()
 THEO-231 Intro. to Christian Ethics (3) ()
 RELG-200 Bib/Theo Foundations for Benevolence (1) ()
 Christian Service (2)* ()
 SUBTOTAL (15 hours) _____

*Christian Service is not a course; the credit hours are earned by a combination of class, group, and individual service learning experiences.

GENERAL EDUCATION CORE**ACQUIRING FUNDAMENTAL ACADEMIC SKILLS**

ENGL-105 (4) and ENGL-110 (3) () ()
OR ENGL-106 (3) and ENGL-110 (3)
OR ENGL-110 (3) [Depends on placement]

MATH-101 Contemporary Math (3) or higher level math ()
 CISS-100 Computer Literacy (2) ()
 GNST-101 Freshman Seminar: Gateway (2) ()

EXPLORING THE HUMANITIES

HUMN-201 Foundations of Western Culture (3) ()

Two of the following (6)

HUMN-202 Rise of Europe (3) () ()
 HUMN-301 Foundations of Modern World (3)
 HUMN-302 Modern Western Culture (3)
 HIST-221 / 222 Western Civilization I, II (3) (3)
 ENGL-221 Western Lit: Ancient to Renaissance (3)
 ENGL-222 Western Lit: Enlightenment to Postmodern (3)

One of the following (3)

ARTS-244 / 245 Art History I, II (3) (3) ()
 MUHL-211 Music in Culture (3)
 PHIL-241 Introduction to Philosophy (3)
 THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

HIST-212 Recent American History (3)

OR

POLS-250 American Government (3) ()

Two of the following (6)

PSYC-200 Understanding Human Behavior (3) () ()
 SOCI-200 Understanding Contemporary Society (3)
 ECON-200 Understanding Economic Issues (3)

RESPECTING THE NATURAL WORLD**RESPECTING THE NATURAL WORLD**

LAB SCIENCE: Choose one (1) course along with the corresponding lab: BIOL-103,104,108, CHEM-110, PHSC-111-112, ASTR-111 ()
 PHED-100 Healthy & Effective Lifestyles (1) ()

SEEKING A GLOBAL PERSPECTIVE

ANTH-200 Global Perspectives Seminar (1) ()
 GNST-250-253 Cross Cultural Experience (1-3) ()
 Intermediate Foreign Language (6) () ()

SUBTOTAL (44/50 hours) _____

SPECIALTY AREA

COMM-200 Understanding Human Comm (3) ()
 COMM-211 Public Speaking (3) ()
 COMM-286 Principles of Advertising (3) ()
 COMM-301 Pub.Rel. & Advertising Research (3) ()
 COMM-305 Communication Practicum (1) ()
 COMM-310 Writing for the Media (3)

OR

DIGM-241 Broadcast Copywriting (3) ()
 COMM-400 Internship Seminar (1) ()
 COMM-401 Internship (2) ()
 COMM-410 Media Law (3) ()
 COMM-422 Communication in Society (3)

OR

DIGM-365 Innovation & Social Media (3) ()
 COMM-495 Christianity & Communication (3) ()
 BUSN-309 Principles of Marketing (3)

OR

COMM-336 Media Planning & Buying (3) ()

Advertising Electives (12 hours)

Choose 12 hrs from the following:

ARTS-216 2-D Design (3) ()
 ARTS-220 Graphic Design I (3) ()
 ARTS-310 Graphic Design II (3) ()
 BUSN-410 International Marketing (3) ()
 COMM-250 Basic Digital Photography (3) ()
 COMM-260 Desktop Publishing (3) ()
 COMM-270 Web Page Design (3) ()
 COMM-271 Advanced Web Page Design (3) ()
 COMM-284 Principles of Public Relations (3) ()
 COMM-332 Advanced Digital Photography (3) ()
 COMM-499 Senior Research Thesis (3) ()

SUBTOTAL (43 hours) _____

GENERAL and/or MINOR ELECTIVES

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SUBTOTAL (22/28 hours) _____

ACADEMIC ASSESSMENT

GNST-400 Academic Assessment (0) ()
 SMFT-COM Major Field Test (0) ()

SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR BACHELOR OF ARTS IN COMMUNICATION (Advertising Emphasis)

(The two-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

<u>Course</u>	<u>Hours</u>
Freshman Seminar: Gateway	2
College Writing/Workshop	3/4
Rhetoric and Research	3
Message of New/Old Testament.....	6
U S History/Government Option.....	3
Intermediate Foreign Language*	6
Healthy Lifestyles	1
Computer Literacy.....	2
Public Speaking	3
Understanding Human Communication	3
Total	<u>32/33</u>

JUNIOR YEAR

<u>Course</u>	<u>Hours</u>
Princ. of Marketing OR Media Planning/Buying	3
Comm in Society OR Innov & Social Media.....	3
PR and Advertising Research.....	3
Communication Practicum	3
Communication Electives.....	6
Humanities Options.....	6
Global Perspectives Seminar.....	1
Cross-Cultural Experience	1/3
General or Minor Electives.....	8
Total	<u>32/34</u>

SOPHOMORE YEAR

<u>Course</u>	<u>Hours</u>
Bib/Theo Foundations for Benevolence	1
Principles of Advertising.....	3
Intro. to Theology	3
Intro. to Christian Ethics.....	3
Lab Science	4
Contemporary Math	3
Contemporary Society Options 1 & 2.....	6
Foundations of Western Culture	3
Humanities Option	3
Writing for Media OR Broadcast Copywriting	3
Total	<u>32</u>

SENIOR YEAR

<u>Course</u>	<u>Hours</u>
Media Law	3
Communication Electives.....	6
Christianity & Communication.....	3
General or Minor Electives.....	19
Internship Seminar.....	1
Internship	2
Total	<u>34</u>

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.