

BACHELOR OF ARTS IN COMMUNICATION (Advertising Emphasis) (Minimum 120 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)
Christian Service (80 clock hours)*

SUBTOTAL (12 hours) _____

LEE UNIVERSITY FRESHMAN EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (Fall)
LEEU-102A Global Perspectives Seminar (1) (Spring)
LEEU-102B Foundations of Benevolence (1) (Spring)

SUBTOTAL (3 hours) _____

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

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
PLSC-250 American Government (3)

Two of the following (6)

- PSYC-200 Understanding Human Behavior (3)
SOC1-200 Understanding Contemporary Society (3)
ECON-200 Understanding Economic Issues (3)

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

SEEKING A GLOBAL PERSPECTIVE

- GNST-250-253 Cross Cultural Experience (1-3)
Intermediate (or higher) Foreign Language (6)

SUBTOTAL (38/44 hours) _____

SPECIALTY AREA

- COMM-200 Understanding Human Comm (3)
COMM-211 Public Speaking (3)
COMM-286 Principles of Advertising (3)
COMM-301 PR & Advertising Research (3)
COMM-400 Internship Seminar (1)
COMM-401 Internship (2)
COMM-410 Media Law (3)
COMM-495 Christianity & Communication (3)
DIGM-210 Single Camera Apps I (3)
DIGM-310 Single Camera Apps II (3)
DIGM-241 Broadcast Copyrighting (3)

Advanced Advertising (6 hrs)

- Choose two of the following courses:
COMM-336 Media Planning & Buying
COMM-426 Integrated Marketing Communication
COMM-436 Advertising Campaigns
COMM-466 National Student Advertising Competition
DIGM-365 Innovation & Social Media

Design Class (3 hrs)

- Choose one of the following courses:
ARTS-220 Graphic Design: Illustrator
ARTS-230 Graphic Design: PhotoShop
COMM-260 Desktop Publishing

Advertising Electives (9 hours)

- Choose from the following:
COMM-250 Basic Digital Photography (3)
COMM-270 Web Page Design (3)
COMM-271 Advanced Web Page Design (3)
COMM-273 Multimedia Design & Production (3)
COMM-305 Communication Practicum (1)
COMM-332 Advanced Digital Photography (3)
COMM-355 Event Management (3)
COMM-422 Communication in Society (3)
COMM-491/2/3 Contemp. Topics in Comm. (1 - 3)
DIGM-245 Motion Media Design (3)

(Any Advanced Advertising or Design course not selected above (total 4 possible courses) may count as an advertising elective)

SUBTOTAL (48 hours) _____

GENERAL ELECTIVES

- _____

SUBTOTAL (13/19 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 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

<u>Course</u>	<u>Hours</u>
LEEU-101, 102A, 102B.....	3
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
Public Speaking	3
Understanding Human Communication	3
Single Camera Apps I	3
 Total	 <u>33/34</u>

SOPHOMORE YEAR

<u>Course</u>	<u>Hours</u>
Principles of Advertising.....	3
Intro. to Theology	3
Intro. to Christian Ethics.....	3
Lab Science	4
Contemporary Math	3
Contemporary Society Option 1	3
Foundations of Western Culture	3
Humanities Option	3
Broadcast Copywriting	3
Single Camera Apps II	3
PR & Advertising Research	3
 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.

JUNIOR YEAR

<u>Course</u>	<u>Hours</u>
Advanced Advertising Options 1 and 2.....	6
Contemporary Society Option 2	3
Advertising Elective.....	3
Design Class	3
Humanities Options.....	6
Cross-Cultural Experience	1/3
General or Minor Electives.....	6
 Total	 <u>28/30</u>

SENIOR YEAR

<u>Course</u>	<u>Hours</u>
Media Law	3
Advertising Electives.....	6
Christianity & Communication	3
Internship Seminar	1
Internship	2
General or Minor Electives.....	13
 Total	 <u>28</u>