BACHELOR OF SCIENCE IN COMMUNICATION, ADVERTISING EMPHASIS
(Minimum 120 credit hours required)

NAME

DATE _____/_____/_____

REligion core

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

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) ...... ( ) ( )
SOCI-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) .... ( )
LING-201 Language & Culture (3) .................... ( )

SUBTOTAL (35/41 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) .......... ( )

Writing Class (3 hrs)

Choose one of the following: .............................. ( )
COMM-310 Writing for the Media (3)
DIGM-241 Broadcast Copywriting (3)

Digital Media Classes (6 hrs)

DIGM-210 Single Camera Apps (3) .................... ( )

Choose one of the following: .............................. ( )

DIGM-310 Single Camera Apps II
DIGM-245 Motion Media Design (3)
COMM-270 Web Page Design (3)

Advanced Advertising (6 hrs)

Choose two of the following: .............................. ( ) ( )
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: .............................. ( )

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-271 Advanced Web Page Design (3)
COMM-273 Multimedia Design & Production (3)
COMM-284 Principles of Public Relations (3)
COMM-305 Communication Practicum (1)
COMM-332 Advanced Digital Photography (3)
COMM-355 Event Management (3)
COMM-402 Internship (1)
COMM-422 Communication in Society (3)
COMM-491/2/3 Contemp. Topics in Comm. (1 – 3)
DIGM-246 Advanced Motion Media Design (3)

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

SUBTOTAL (48 hours) .............................................

General Electives

................................................................. ( )
................................................................. ( )
................................................................. ( )

SUBTOTAL (16/22 hours) ........................................

ACADEMIC ASSESSMENT

GNST-400 Academic Assessment (0) ....................... ( )
SMFT-COM Major Field Test (0) .......................... ( )
SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR
BACHELOR OF SCIENCE IN COMMUNICATION, ADVERTISING EMPHASIS

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

<table>
<thead>
<tr>
<th>FRESHMAN YEAR</th>
<th>Hours</th>
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<tbody>
<tr>
<td>LEEU-101, 102A, 102B</td>
<td>3</td>
</tr>
<tr>
<td>College Writing/Workshop</td>
<td>3/4</td>
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<td>Rhetoric and Research</td>
<td>3</td>
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<tr>
<td>Message of New/Old Testament</td>
<td>6</td>
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<tr>
<td>U S History/Government Option</td>
<td>3</td>
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<tr>
<td>Language &amp; Culture</td>
<td>3</td>
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<tr>
<td>Public Speaking</td>
<td>3</td>
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<td>Understanding Human Communication</td>
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<td>Single Camera Apps I</td>
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<th>SOPHOMORE YEAR</th>
<th>Hours</th>
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<tr>
<td>Principles of Advertising</td>
<td>3</td>
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<tr>
<td>Intro. to Theology</td>
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<td>Intro. to Christian Ethics</td>
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<td>Lab Science</td>
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<td>Contemporary Math</td>
<td>3</td>
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<tr>
<td>Contemporary Society Option 1</td>
<td>3</td>
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<tr>
<td>Foundations of Western Culture</td>
<td>3</td>
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<td>Humanities Option</td>
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<tr>
<td>Writing Option</td>
<td>3</td>
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<tr>
<td>Second Digital Media Class</td>
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<td>PR &amp; Advertising Research</td>
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<td><strong>Total</strong></td>
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<th>JUNIOR YEAR</th>
<th>Hours</th>
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<tr>
<td>Advanced Advertising Options 1 and 2</td>
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<tr>
<td>Contemporary Society Option 2</td>
<td>3</td>
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<tr>
<td>Advertising Elective</td>
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<tr>
<td>Design Class</td>
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<tr>
<td>Humanities Options</td>
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<td>Cross-Cultural Experience</td>
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<td>General or Minor Electives</td>
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<td><strong>Total</strong></td>
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<thead>
<tr>
<th>SENIOR YEAR</th>
<th>Hours</th>
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<tr>
<td>Media Law</td>
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<tr>
<td>Christianity &amp; Communication</td>
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<td>Internship Seminar</td>
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<td>Internship</td>
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