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)* ...................... ( )
*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) ....... ( )
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) ................. ( )
PRBR-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)
PRBR-284 Principles of Public Relations (3)
COMM-305 Communication Practicum (1)
COMM-332 Advanced Digital Photography (3)
PRBR-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 (13/19 hours) .....................................

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

DATE_____/_____/_____

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

ADDRESS: Muncie, IN 47306  PHONE: 765-283-2240  FAX: 765-283-8887  EMAIL: admissions@leeu.edu  WEB: www.leeu.edu
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**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
</tr>
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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>
</tr>
<tr>
<td>Rhetoric and Research</td>
<td>3</td>
</tr>
<tr>
<td>Message of New/Old Testament</td>
<td>6</td>
</tr>
<tr>
<td>U S History/Government Option</td>
<td>3</td>
</tr>
<tr>
<td>Intermediate Foreign Language*</td>
<td>6</td>
</tr>
<tr>
<td>Public Speaking</td>
<td>3</td>
</tr>
<tr>
<td>Understanding Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>Single Camera Apps I</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>33/34</td>
</tr>
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*Suggested foreign language class is Intermediate level. If student places at the elementary level during the freshman year, s/he must take the elementary classes during the sophomore or junior year.*

**JUNIOR YEAR**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>Intro. to Theology</td>
<td>3</td>
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<tr>
<td>Intro. to Christian Ethics</td>
<td>3</td>
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<tr>
<td>Lab Science</td>
<td>4</td>
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<tr>
<td>Contemporary Math</td>
<td>3</td>
</tr>
<tr>
<td>Contemporary Society Option 1</td>
<td>3</td>
</tr>
<tr>
<td>Foundations of Western Culture</td>
<td>3</td>
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<tr>
<td>Humanities Option</td>
<td>3</td>
</tr>
<tr>
<td>Writing Option</td>
<td>3</td>
</tr>
<tr>
<td>Second Digital Media Class</td>
<td>3</td>
</tr>
<tr>
<td>PR &amp; Advertising Research</td>
<td>3</td>
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<tr>
<td><strong>Total</strong></td>
<td>34</td>
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**SOPHOMORE YEAR**

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<tr>
<th>Course</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Adv. Advertising Options 1 and 2</td>
<td>6</td>
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<tr>
<td>Contemporary Society Option 2</td>
<td>3</td>
</tr>
<tr>
<td>Advertising Elective</td>
<td>3</td>
</tr>
<tr>
<td>Design Class</td>
<td>3</td>
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<tr>
<td>Humanities Options</td>
<td>6</td>
</tr>
<tr>
<td>Cross-Cultural Experience</td>
<td>1/3</td>
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<tr>
<td>General or Minor Electives</td>
<td>6</td>
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<td><strong>Total</strong></td>
<td>28/30</td>
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**SENIOR YEAR**

<table>
<thead>
<tr>
<th>Course</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>Media Law</td>
<td>3</td>
</tr>
<tr>
<td>Advertising Electives</td>
<td>6</td>
</tr>
<tr>
<td>Christianity &amp; Communication</td>
<td>3</td>
</tr>
<tr>
<td>Internship Seminar</td>
<td>1</td>
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<tr>
<td>Internship</td>
<td>2</td>
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<tr>
<td>General or Minor Electives</td>
<td>13</td>
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<tr>
<td><strong>Total</strong></td>
<td>28</td>
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