

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)
SOC-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-103,104,131, CHEM-110, PHSC-111-112, ASTR-111 (4)

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)
PUBR-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)

Media Classes (6 hrs)

- DIGM-210 Single Camera Apps I (3)
Choose one of the following:
COMM-270 Web Page Design (3)
DIGM-310 Single Camera Apps II
DIGM-245 Motion Media 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
DIGM-480 International Media (3) (only taught during selected Global Perspectives trips)

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-305 Communication Practicum (1)
COMM-332 Advanced Digital Photography (3)\*
COMM-351 Persuasion (3)
COMM-402 Internship (1)
COMM-422 Communication in Society (3)
COMM-491/2/3 Contemp.Topics in Comm. (1 – 3)
ARTS-301 Advanced Graphic Design (3)\*
DIGM-246 Advanced Motion Media Design (3)\*
PUBR-284 Principles of Public Relations (3)
PUBR-355 Event Management (3)
PUBR-391 Public Relations in the Music Industry (3)\*
MKTG-309 Principles of Marketing (3)
MKTG-390 Product Development / Brand Management (3)\*

Advanced Advertising, Writing, Digital Media, or Design courses not selected may count as an advertising elective. \*Denotes course with a pre-requisite

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	33/34

### 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
Writing Option .....	3
Second Digital Media Class .....	3
PR & Advertising Research .....	3
Total	34

\*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	28/30

### 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	28