

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]
MTHS-110 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-201 Art in Culture (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: BIOS-110, 112, 114; CHYS-131; GSCI-121, 122; 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 |