

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)..... _____

FRESHMAN / SOPHOMORE EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (1st Fall)..... ()
- LEEU-102 Global Perspectives Seminar (1) (1st Spring)..... ()
- LEEU-202 Foundations of Benevolence (1) (2nd Fall)..... ()

SUBTOTAL (3 hours)..... _____

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

- 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 (38/43 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)..... ()

Copywriting Class (3 hrs)

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

- COMM-386 Strategic Copywriting for Print Advertising (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-310 Writing for the Media (3)
- COMM-305 Communication Practicum (1)
- COMM-332 Advanced Digital Photography (3)*
- COMM-350 International Communication (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-355 Event 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 (14/19 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, 102.....	2
College Writing.....	3
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	32

SOPHOMORE YEAR

<u>Course</u>	<u>Hours</u>
LEEU-202 Benevolence.....	1
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
Copywriting Option.....	3
Second Digital Media Class	3
PR & Advertising Research.....	3
Total	32

*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.....	9
Cross-Cultural Experience	1/3
General or Minor Electives.....	6
Total	31/33

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	14
Total	29