

BACHELOR OF SCIENCE 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)
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)
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)

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)
PUBR-284 Principles of Public Relations (3)
COMM-305 Communication Practicum (1)
COMM-332 Advanced Digital Photography (3)
PUBR-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.)

### 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            |
| Language & Culture .....                | 3            |
| Public Speaking .....                   | 3            |
| Understanding Human Communication ..... | 3            |
| Single Camera Apps I .....              | 3            |
| Total                                   | 30/31        |

### 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           |

### 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.....           | 9            |
| Total                                     | 31/32        |

### 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                             | 30           |