

TERM		MAJOR				CORE			TOTAL CREDITS
YEAR 1	FALL	<b>ADVG 101</b> 3 INTRODUCTION TO ADVERTISING	<b>PREL 101</b> 3 PUBLIC RELATIONS AND PUBLICITY I <small>Pre-Req: COMM 101</small>			<b>FCWR 101*</b> 3 FOUNDATIONS OF COLLEGE COMPOSITION <small>Pre-Req: Placement or WRIT 100</small>	<b>FCIQ 101</b> 3 FOUNDATIONS OF INQUIRY	<b>MATH CHOICE</b> 3	15
	SPRING	<b>ADVG 150</b> 3 PLANNING AND CREATING AD CAMPAIGNS <small>Pre-Req: ADVG 101</small>	<b>ADVG 160</b> 3 MEDIA PLANNING AND BUYING <small>Pre-Req: ADVG 101 and MRKT 101</small>	<b>OPEN ELECTIVE</b> 3	<b>OPEN ELECTIVE</b> 3	<b>FCWR 151*</b> 3 FOUNDATIONS OF RESEARCH WRITING <small>Pre-Req: FCWR 101</small>			15
YEAR 2	FALL	<b>ADVG 201</b> 3 ADVERTISING DESIGN CONCEPTS	<b>ADVG 220</b> 4 MEDIA PRODUCTION WORKSHOP	<b>COMM 225</b> 3 WRITING FOR MEDIA <small>Pre-Req: FCWR 151</small>		<b>FCSC 101</b> 3 FOUNDATIONS OF SCIENTIFIC PROCESS	<b>FCSP 105</b> 3 FOUNDATIONS OF SPEECH COMMUNICATION		16
	SPRING	<b>ADVG 215</b> 3 GLOBAL ADVERTISING/PR <small>Pre-Req: ADVG 101 and PREL 101</small>	<b>DEGREE ELECTIVE**</b> 3		<b>OPEN ELECTIVE</b> 3	<b>FCWR 3XX</b> 3 PROFESSIONAL COMMUNICATION <small>Pre-Req: FCWR 151</small>		<b>SCIENCE CHOICE</b> 3	15
YEAR 3	FALL	<b>ADVG 225</b> 3 RESEARCH IN ADVERTISING AND PR	<b>DEGREE ELECTIVE**</b> 2	<b>COMM 345</b> 3 SOCIAL MEDIA FOR BUSINESS	<b>OPEN ELECTIVE</b> 3	<b>ICLT 3XX***</b> 3 LITERATURE CHOICE			14
	SPRING	<b>ADVG 420</b> 4 EXPERIENTIAL MODEL: ADVERTISING AGENCY <small>Pre-Req: ADVG 301</small>	<b>DEGREE ELECTIVE**</b> 3	<b>OPEN ELECTIVE</b> 3	<b>OPEN ELECTIVE</b> 3		<b>ICBS 3XX***</b> 3 BEHAVIORAL SCIENCE CHOICE		16
YEAR 4	FALL	<b>COMM 452</b> 2 GUIDED PROJECT <small>Pre-Req: Department consent</small>	<b>COMM 363</b> 3 EXTERNSHIP <small>Pre-Req: Department consent</small>	<b>OPEN ELECTIVE</b> 3	<b>OPEN ELECTIVE</b> 3		<b>ICSS 3XX***</b> 3 SOCIAL SCIENCE CHOICE		14
	SPRING	<b>ADVG 420</b> 4 EXPERIENTIAL MODEL: ADVERTISING AGENCY <small>Pre-Req: ADVG 301</small>	<b>DEGREE ELECTIVE**</b> 2	<b>OPEN ELECTIVE</b> 3	<b>OPEN ELECTIVE</b> 3		<b>ICPH 3XX***</b> 3 PHILOSOPHY CHOICE		15

CREDITS 120

\*Non-native English speakers take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151

\*\*See Degree Electives Choices Chart

\*\*\*Pre-Req: FCIQ 101, FCSP 105, FCSC 101, FCWR 151

** Degree Elective Choices			
Course	Course Name	Credits	Pre-Requisite
ADVG 210	Computer Applications in Advertising	3	ADVG 201
ADVG 330	Advertising and Public Policy	3	None
COMM 330	Communication Law and Ethics	3	None
COMM 350	Special Topics	3	None
COMM 425	Advanced social Media	3	COMM 345
COMM 430	E-Marketing and Branding	3	None
COMM 435	Event Planning	3	None
COMM 440	Fashion Communications	3	None
COMM 450	Healthcare Communications	3	ADVG 101 and PREL 101
COMM 460	Integrated Marketing Comm.	3	None
COMM 362	Externship	2	Dept. Consent
COMM 364	Externship	4	Dept. Consent
COMM 365	Externship	5	Dept. Consent