

MEDIA STUDIES DEPARTMENT
Advertising Concentration
2003-2004 Catalog

BS Requirements (6-8 hours)
(in addition to general education requirements)

_____ ()

_____ ()

Chosen from the following:

ITEC, Mathematics (except 315), Statistics,

Natural Science (especially PHSC 301, 350, 431, and PHYS 310, 420),

Geography (GEOG 100, 303, 334, 335, 350, 360),

Psychology 201, Sociology 380

BA Requirements (12 hours)

_____ ()

_____ ()

_____ ()

_____ ()

Required Core Courses (15 hours)

Grade/Credit Hours

MSTD 101 Introduction to Mass Media (formerly MSTD 201) _____ (3)

MSTD 105 Introduction to Media Writing (formerly MSTD 206) _____ (3)

MSTD 300 Media History (formerly MSTD 401) _____ (3)
Prerequisite: MSTD 101

MSTD 335 Media and Society _____ (3)
Prerequisite: MSTD 101

MSTD 400 Media Law and Ethics _____ (3)
Prerequisite: MSTD 101

Required Advertising Concentration Courses (15 hours):

MSTD 173 Introduction to Advertising (formerly MSTD 270) _____ (3)

MSTD 273 Advertising Analysis (formerly MSTD 334) _____ (3)
Prerequisite: MSTD 173

MSTD 328 Print Production (formerly MSTD 320) _____ (3)
Prerequisite: MSTD 105

MSTD 373 Advertising Sales & Media Buying _____ (3)
Prerequisite: MSTD 273

MSTD 473 Advertising Production (formerly MSTD 370) _____ (3)
Prerequisite: MSTD 273

And an additional six credits of:

(At least 3 hours of practicum are required. The remaining 3 hours may be taken in an internship or practicum, in any combination)

MSTD 483 Advertising Practicum _____ (3-9)
Prerequisite: MSTD 173, 273, 328, 373, 473

MSTD 499 Media Studies Internship _____ (1-6)
Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 450.03 with a grade of "C" or better.

Total Radford University Credit Hours (120 hours): _____

Media Studies GPA (2.0 minimum): _____

Radford University GPA (2.0 minimum) : _____