

MEDIA STUDIES DEPARTMENT
Advertising Concentration Checksheet
2007-2008 Catalog

BS Requirements (6-8 hours)

BA Requirements (12 hours)

(Grade/Department/Course Number/Credits)

(Grade/Department/Course Number/Credits)

_____ ()

_____ ()

_____ ()

_____ ()

Chosen from the following:

The Bachelor of Science degree requires six to eight semester hours
(in addition to the general education requirements) selected

from any of the following: **mathematical science, natural and
physical sciences, or social and behavioral sciences, in any combination.**

_____ ()

_____ ()

Required Core Courses (15 hours)

Grade/Credit Hours

MSTD 101	Introduction to Media Studies	_____ (3)
MSTD 300	Media History <i>Prerequisite: MSTD 101</i>	_____ (3)
MSTD 226:	Digital Imaging	_____ (3)
MSTD 335	Media and Society <i>Prerequisite: MSTD 101</i>	_____ (3)
MSTD 400	Media Law and Ethics <i>Prerequisite: MSTD 101</i>	_____ (3)

Required Advertising Concentration Courses (21 hours)

Grade/Credit Hours

MSTD 173	Introduction to Advertising	_____ (3)
MSTD 223:	Advertising Copywriting <i>Prerequisite 173</i>	_____ (3)
MSTD 273	Advertising Analysis <i>Prerequisite: MSTD 173</i>	_____ (3)
MSTD 373	Advertising Media Planning <i>Prerequisite: MSTD 273</i>	_____ (3)
MSTD 473	Advertising Production <i>Prerequisite: MSTD 273</i>	_____ (3)

And an additional three credits of:

MSTD 483	Advertising Campaigns (formerly MSTD 450.03) <i>Prerequisite: MSTD 173, MSTD 273, MSTD 373, and MSTD 473</i>	_____ (3)
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OR

MSTD 499	Media Studies Internship (formerly MSTD 455) <i>Prerequisite: University GPA of 3.0 or permission of instructor</i>	_____ ()
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Electives:

Course Number	Course Name	Grade/Credit Hours
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()

Total Elective Credit Hours (22 to 28 hours): _____

General Education Credit Hours (50 hours): _____

Media Studies Major Credit Hours (36 hours): _____

Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours): _____

Total Radford University Credit Hours (120 hours): _____

Media Studies GPA (2.0 minimum): _____

Radford University GPA (2.0 minimum) : _____