### UNIVERSITY CORE CURRICULUM PROGRAM

**Requirements for the College of Humanities and Behavioral Sciences 2014-2015**

#### University Core

<table>
<thead>
<tr>
<th>A. Foundations (12 semester hours)</th>
<th>B. Skills &amp; Knowledge (16 semester hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CORE 101____  ____  3</td>
<td>Courses must be from different disciplines:</td>
</tr>
<tr>
<td>CORE 102____  ____  3</td>
<td>Mathematical Sciences (3SH)</td>
</tr>
<tr>
<td>HNRS 103____ _____ 3</td>
<td>MATH 114 or 116 are recommended.</td>
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<td></td>
<td>MATH 114, 116, 119, 121, 122, 125, 126, 132, 137, 138, 151:152</td>
</tr>
<tr>
<td>CORE 201____  ____  3</td>
<td>Natural Sciences (4 SH)</td>
</tr>
</tbody>
</table>

**NOTE:** Courses listed in multiple areas can only be used to fulfill a single area requirement.

Students can use only one course with their major prefix to fulfill core requirements.

Courses may be listed in both University Core B and College Core A, but can only be used to fulfill a single area requirement.

Core Curriculum = 43-45 SH

#### A. National & International Perspectives (6 semester hours)

Courses must be from different disciplines:

- **Global Perspectives (3SH)**
  - CVPA 266, ENGL 201, 202, FORL 103, GEOG 101, 102, 140, 280, HIST 101, 102, INST 101, ITEC 112, PEAC 200, RELN 112, 205, SOCY 121, THEA 180, WMST 101

- **U. S. Perspectives (3 SH)**
  - APST 200, ECON 105, 106, ENGL 203, GEOG 201, 202, 203, HIST 111, 112, POSC 120, SOCY 110

### College Core

<table>
<thead>
<tr>
<th>A. National &amp; International Perspectives (9-11 Semester hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Natural Sciences or Mathematical Sciences ______ 3-4</td>
</tr>
</tbody>
</table>

- Humanities, Visual & Performing Arts, or Foreign Languages (3-4 SH) _______ 3-4 |
  - CLSS 110, CCST 110, ENGL 200, HIST 101, 102, PHIL 111, 112, 114, POSC 110, RELN 111, 112, 203, 206, ART 111, 215, 216, CVPA 266, DNCE 111, MUSC 100, 121, 123, THEA 100, 180, ARAB 100, 200, 210, 300, CHNS 101, 102, 201:202, FORL 100, 109, 200, 209, 210, 309, 409, FREN 100, 200, 210, 300, 302, GRMN 100, 200, 210, 300, LATN 101, 102, 201, 350, RUSS 100, 200, 210, 300, SPAN 101, 102, 201:202 |

- Social/Behavioral Sciences (3SH) _______ 3 |
  - ANSC 101, APST 200, ECON 105, 106, GEOG 101, 102, 103, HIST 111, 112, POSC 120, PSYC 121, RELN 205, SOCY 110, 121 |
School of Communication
Media Studies Major
Advertising Concentration
2014-2015 Catalog

BS Requirements (6-8 hours)

_______ _______ _______ ( )
_______ _______ _______ ( )

Chosen from the following:
(in addition to the Core Curriculum requirements)
mathematical science, natural and physical sciences, or
social and behavioral sciences, in any combination.

BA Requirements (6-8 hours)

(6-8 hours of one foreign language)

_______ _______ _______ ( )
_______ _______ _______ ( )

Semester Grade/ Credit Hours

School of Communication Core Courses (6 hours)

COMS 130 Introduction to Communication
COMS 330 Communication Theory

Students in the School of Communication must complete these two courses with a grade of “C” or higher.

Advertising Concentration (36 hours)

Required Courses (30 hours)

COMS 173 Introduction to Advertising & IMC
COMS 223 Advertising Copywriting Prerequisite: COMS 173 or permission of instructor.
COMS 226 Digital Imaging
COMS 231 Research Methods in Communication Prerequisite: COMS 130 or permission of instructor.
COMS 273 Advertising Account Planning Prerequisite: COMS 173.
COMS 373 Advertising Media Planning Prerequisite: COMS 130, COMS 273, or permission of instructor.
COMS 473 Advertising Production Prerequisites: COMS 130, COMS 226, COMS 273, and COMS 330, or permission of instructor.
COMS 400 Media Law and Ethics Prerequisite: COMS 130 and COMS 330, or permission of instructor
COMS 483 Advertising Campaigns Prerequisite: COMS 130, 173, 223, 226, 231, 273, 373, 330 and 473 or permission of instructor
COMS 499 Internship Prerequisites: COMS 130, COMS 330, plus any one of the following: COMS 235, COMS 104, COMS 223, COMS 247, or permission of instructor; 75 hours of college credit completed and in good academic standing with a minimum of 2.0 GPA in the major. The instructor must approve a written internship proposal, and a signed formal agreement with the internship site supervisor must be on file in the Registrar’s Office and the School of Communication.

Electives – Choose six credit hours of electives from School of Communication courses at the 300-400 level:

COMS ______ ______ (3)  COMS ______ ______ (3)