

MEDIA STUDIES DEPARTMENT
Advertising Concentration
2004-2005 Catalog

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

_____ ()
 _____ ()

BA Requirements (12 hours)

_____ ()
 _____ ()
 _____ ()
 _____ ()

Chosen from the following:
 Mathematical Science, Natural Science/Physical Science,
 Social and Behavioral Science

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) <i>Prerequisite: MSTD 101</i>	_____ (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 (15 hours):

MSTD 173	Introduction to Advertising (formerly MSTD 270)	_____ (3)
MSTD 273	Advertising Analysis (formerly MSTD 334) <i>Prerequisite: MSTD 173</i>	_____ (3)
MSTD 328	Print Production (formerly MSTD 320) <i>Prerequisite: MSTD 105</i>	_____ (3)
MSTD 373	Advertising Sales & Media Buying <i>Prerequisite: MSTD 273</i>	_____ (3)
MSTD 473	Advertising Production (formerly MSTD 370) <i>Prerequisite: MSTD 273</i>	_____ (3)

