

<p>BS Requireme (6-8 Hours)</p> <p>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.</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>BA Requirements (12 hours)</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
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Required Core Courses (15 hours)

Class Number	Class Description	Semester Taken	Grade Received
MSTD 101	Introduction to Mass Media	_____	_____
MSTD 300	Media History <i>Prerequisite: MSTD 101</i>	_____	_____
MSTD 335	Media And Society <i>Prerequisite: MSTD 101</i>	_____	_____
MSTD 400	Media Law and Ethics <i>Prerequisite: MSTD 101</i>	_____	_____

Required Advertising Concentration Courses (21 hours):

Class Number	Class Description	Semester Taken	Grade Received
MSTD 173	Introduction to Advertising	_____	_____
MSTD 223	Advertising Copywriting <i>Prerequisite: MSTD 173</i>	_____	_____
MSTD 226	Digital Imaging	_____	_____
MSTD 273	Advertising Analysis <i>Prerequisite: MSTD 173</i>	_____	_____
MSTD 373	Advertising Media Planning <i>Prerequisite: MSTD 273</i>	_____	_____
MSTD 473	Advertising Production <i>Prerequisite: MSTD 273</i>	_____	_____
MSTD 483	Advertising Campaigns <i>(formerly MSTD 450.03)</i> <i>Prerequisite: MSTD 173, 273, 328, 373, 473</i>	_____	_____

And an additional three credits of:

MSTD 483	Advertising Practicum <i>(formerly MSTD 450.03)</i> <i>Prerequisite: MSTD 173, 273, 328, 373, 473</i>	_____	_____
OR			
MSTD 499	Media Studies Internship <i>Prerequisite: 80 hours of college credit completed, major GPA of 2.0 and 3 hours of MSTD 483 with a grade of "C" or better</i>	_____	_____

Please see next page

