BS Requirements (6-8 hours)

___ ___ ___ ( )

___ ___ ___ ( )
Chosen from the following:
- Mathematics (except 315), Statistics, Computer Science,
- Natural Science (especially PHSC 301, 350, 431, and PHYS 310, 420),
- Geography (GEOG 100, 303, 334, 335, 340, 350), Information Systems, Psychology (PSYC 201, 202, 461) and Sociology (SOCY 380 or 480).

Required Core Courses (15 hours)

MSTD 101 Introduction to Mass Media (formerly MSTD 201)

MSTD 105 Introduction to Media Writing (formerly MSTD 206)

MSTD 300 Media History (formerly MSTD 401)
\hspace{1cm} Prerequisite: MSTD 101

MSTD 335 Media and Society
\hspace{1cm} Prerequisite: MSTD 101

MSTD 400 Media Law and Ethics
\hspace{1cm} Prerequisite: MSTD 101

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Concentration Courses (21 hours)

Required Advertising Concentration Courses (12 hours):

MSTD 173 Introduction to Advertising (formerly MSTD 270)

MSTD 273 Advertising Analysis (formerly MSTD 334)
\hspace{1cm} Prerequisite: MSTD 173

MSTD 373 Advertising Sales & Media Buying
\hspace{1cm} Prerequisite: MSTD 273

MSTD 473 Advertising Production (formerly MSTD 370)
\hspace{1cm} Prerequisite: MSTD 273

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Students must choose one of the following courses (3 hours):

MSTD 326 Web Production (formerly MSTD 313)
\hspace{1cm} Prerequisite: MSTD 105

MSTD 328 Print Production (formerly MSTD 320)
\hspace{1cm} Prerequisite: MSTD 105

___ (3)

___ (3)
MSTD 345  Basic Audio Production  
*Prerequisite: MSTD 146*  

MSTD 346  Electronic Field Production  
*Prerequisite: MSTD 146*  

Students must have a total of six credits in Practicum and/or Internship:

MSTD 450-03  Advertising Practicum  
(1-3 credits/semester, 9 credits maximum)  
*Prerequisites: 45 hours of college credit completed and MSTD 273*  

**AND/OR**

MSTD 455  Media Studies Internship (1-6 credits)  
*Prerequisite: 80 hours of college credit completed and Media Studies Department Application. No more than 6 hours of internship may be taken.*  

Total Advertising Concentration Credit Hours (21): ( )  

Total Media Studies Major Credit Hours (36):  

**Electives:**

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<th>Course Name</th>
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Total Elective Credit Hours:  

Total Radford University Credit Hours (120):  

Media Studies GPA (2.0 minimum):  

Radford University GPA: