

MEDIA STUDIES DEPARTMENT
Advertising Concentration
2000-2001 Catalog

BS Requirements (6-8 hours)

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_____ ()

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).

BA Requirements (12 hours)

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Required Core Courses (15 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)

Concentration Courses (21 hours)

Required Advertising Concentration Courses (12 hours):

MSTD 173	Introduction to Advertising (formerly MSTD 270)	_____ (3)
MSTD 273	Advertising Analysis (formerly MSTD 334) <i>Prerequisite: MSTD 173</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)

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

MSTD 326	Web Production (formerly MSTD 313) <i>Prerequisite: MSTD 105</i>	_____ (3)
MSTD 328	Print Production (formerly MSTD 320) <i>Prerequisite: MSTD 105</i>	_____ (3)

