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)  (3)

MSTD 105  Introduction to Media Writing (formerly MSTD 206)  (3)

MSTD 300  Media History (formerly MSTD 401)
  Prerequisite: MSTD 101
  (3)

MSTD 335  Media and Society
  Prerequisite: MSTD 101
  (3)

MSTD 400  Media Law and Ethics
  Prerequisite: MSTD 101
  (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)
  Prerequisite: MSTD 173
  (3)

MSTD 373  Advertising Sales & Media Buying
  Prerequisite: MSTD 273
  (3)

MSTD 473  Advertising Production (formerly MSTD 370)
  Prerequisite: MSTD 273
  (3)

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

MSTD 326  Web Production (formerly MSTD 313)
  Prerequisite: MSTD 105
  ( )

MSTD 328  Print Production (formerly MSTD 320)
  Prerequisite: MSTD 105
  ( )

MSTD 345  Basic Audio Production
  Prerequisite: MSTD 146
  ( )

MSTD 346  Electronic Field Production
  Prerequisite: MSTD 146
  ( )
Advertising students must take a total of three credits in Advertising Practicum:

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

AND Advertising students must take an additional three credits of Advertising 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  

MSTD 455  Media Studies Internship (1-6 credits)  
Prerequisites: Three credits of MSTD 450-03 with a grade of "C" or better.  
80 hours of college credit completed and Media Studies Department internship 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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Total Elective Credit Hours: 

Total Radford University Credit Hours (120): 

Media Studies GPA (2.0 minimum): 

Radford University GPA: 