BS Requirements (6-8 hours) | BA Requirements (12 hours)
---|---

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

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) | ___ (3)
Prerequisite: MSTD 101
MSTD 335 Media and Society | ___ (3)
Prerequisite: MSTD 101
MSTD 400 Media Law and Ethics | ___ (3)
Prerequisite: MSTD 101

Required Advertising Concentration Courses (21 hours):

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MSTD 173 Introduction to Advertising (formerly MSTD 270) | ___ (3)
MSTD 273 Advertising Analysis (formerly MSTD 334) | ___ (3)
Prerequisite: MSTD 173
MSTD 328 Print Production (formerly MSTD 320) | ___ (3)
Prerequisite: MSTD 105
MSTD 373 Advertising Sales & Media Buying | ___ (3)
Prerequisite: MSTD 273
MSTD 473 Advertising Production (formerly MSTD 370) | ___ (3)
Prerequisite: MSTD 273
MSTD 450.03 Advertising Practicum | ___ (3)
Prerequisite: MSTD 173, 273, 328, 373, 473

And an additional three credits of:
MSTD 450.03 Advertising Practicum | ___ ( )
Prerequisite: MSTD 173, 273, 328, 373, 473

OR
MSTD 455 Media Studies Internship | ___ ( )
Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 450.03 with a grade of "C" or better.
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Total Elective Credit Hours (22 to 28 hours):

General Education Credit Hours (50 hours):

Media Studies Major Credit Hours (36 hours):

Degree Credit Hours (B.S.: 6 to 8 hours or B.A.: 12 hours):

Total Radford University Credit Hours (120 hours):

Media Studies GPA (2.0 minimum):

Radford University GPA (2.0 minimum):