

MEDIA STUDIES DEPARTMENT
Advertising Concentration
2003-2004 Catalog

BS Requirements (6-8 hours)

_____ ()
 _____ ()

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)

BA Requirements (12 hours)

_____ ()
 _____ ()
 _____ ()
 _____ ()

Required Core Courses (15 hours)

Grade/Credit Hours

MSTD 101	Introduction to Media Studies	_____ (3)
MSTD 105	Introduction to Media Writing	_____ (3)
MSTD 300	Media History <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)

Required Advertising Concentration Courses (21 hours):

MSTD 173	Introduction to Advertising	_____ (3)
MSTD 273	Advertising Analysis <i>Prerequisite: MSTD 173</i>	_____ (3)
MSTD 328	Print Production <i>Prerequisite: MSTD 105</i>	_____ (3)
MSTD 373	Advertising Sales & Media Buying <i>Prerequisite: MSTD 273</i>	_____ (3)
MSTD 473	Advertising Production <i>Prerequisite: MSTD 273</i>	_____ (3)
MSTD 483	Advertising Practicum (formerly MSTD 450.03) <i>Prerequisite: MSTD 173, 273, 328, 373, 473</i>	_____ (3)

And an additional three credits of:

MSTD 483	Advertising Practicum (formerly MSTD 450.03) <i>Prerequisite: MSTD 173, 273, 328, 373, 473</i>	_____ ()
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OR

MSTD 499	Media Studies Internship (formerly MSTD 455) <i>Prerequisite: 80 hours of college credit completed, major GPA of 2.0, and 3 hours of MSTD 483 (formerly MSTD 450.03) with a grade of "C" or better.</i>	_____ ()
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Electives:

Course Number	Course Name	Grade/Credit Hours
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_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()
_____	_____	_____ ()

Total Elective Credit Hours (22 to 28 hours): _____

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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): _____

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Media Studies GPA (2.0 minimum): _____

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Radford University GPA (2.0 minimum) : _____

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