

2004-2005 Advertising with Public Relations Concentration Curriculum

<u>Year</u>	<u>Hours</u>	<u>PREREQUISITES</u>
<u>Freshman</u>		
English 101, 102	6 ___ ___	
Communication and Information 150	3 ___	
¹ Foreign Language	6 ___ ___	
Anthropology 130	3 ___	
² Natural Science Electives	8 ___ ___	
Mathematics 119 or 123	3 ___	
Mathematics 125 or 141	3-4 ___	Math 119 or 123 or satisfactory placement test score
³ Business Administration 101	1 ___	
TOTAL	33-34	
<u>Sophomore</u>		
Advertising 250	3 ___	
Public Relations 270	3 ___	
History 241, 242	6 ___ ___	
Journalism and Electronic Media 200	3 ___	English 102 and Communication and Information 150
Journalism and Electronic Media 203	3 ___	Journalism and Electronic Media 200
Advertising 310	3 ___	Adv 250 or PR 270 and admission to the major
Economics 201	4 ___	
Statistics 201	3 ___	Math 125 or Math 141
Accounting 201	3 ___	
TOTAL	31	
<u>Junior</u>		
Business Administration 201	4 ___	Business Admin 101; Economics 201; Accounting 201 Coreq: Statistics 201
Psychology 110	3 ___	
Advertising 340	3 ___	Advertising 250 & Statistics 201
Public Relations 320	3 ___	PR 270 & Journalism and Electronic Media 200
Public Relations 370	3 ___	Public Relations 270
Communication Studies 240	3 ___	
Marketing 300	3 ___	Business Administration 201 and junior standing
⁴ English Literature Electives	6 ___ ___	English 101 & 102
⁵ Arts and Sciences Elective	3 ___	
TOTAL	31	
<u>Senior</u>		
Psychology 360	3 ___	Psychology 110
Public Relations 470	3 ___	PR 320 & 370 and Advertising 340
Public Relations 380	1 ___	Progression as a major
Communication Studies 440 or Psych 440	3 ___	
Communication and Information Elective	3 ___	
Journalism and Electronic Media 400	3 ___	Consent of instructor
⁵ Arts and Sciences Electives	9 ___ ___ ___	
⁶ General Electives	3-4 ___ ___	
TOTAL	28-29	
GRAND TOTAL	124	

¹Six hours of foreign language (same language) at the intermediate level.

²This requirement is met by taking two courses from the General Education Natural Sciences list.* At least one of the courses must have a laboratory.

³Contact College of Communication and Information Undergraduate Advising Center for equivalent course listings and information regarding test-out or petition procedures.

⁴English Literature Electives: English 201 or 207, 202 or 208, 221, 222, 231 or 237, 232 or 238, 233, 251, 252, 253, 254.

⁵Any course in Arts and Sciences not currently required.

⁶Students minoring in Business should take Accounting 202, Finance 301, and Management 300.

ADMISSION TO THE MAJOR IS A PREREQUISITE FOR ALL COLLEGE COURSES NUMBERED 300 OR ABOVE

***General Education courses are listed on the back of this sheet.**

General Education Courses

Natural Sciences

Astronomy 151-152 (no lab)
Astronomy 161-162
Astronomy 217-218 Honors
Biology 101-102
Biology 130
Biology 140
Botany 110-120
Chemistry 100-110
Chemistry 120-130
Chemistry 128-138 Honors
Geography 131-132
Geology 101, 102, 103
Geology 107-108 Honors
Physics 135-136
Physics 137-138 Honors
Physics 221-222