

## 2005-2006 Advertising Curriculum

| <u>Year</u>                               | <u>Hours</u> | <u>PREREQUISITES</u>   |
|---|--------------|--|
| <b><u>Freshman</u></b>                    |              |  |
| English 101, 102                          | 6 ___ ___    |  |
| Communication and Information 150         | 3 ___        |  |
| <sup>1</sup> Foreign Language             | 6 ___ ___    |  |
| Anthropology 130                          | 3 ___        |  |
| <sup>2</sup> Natural Science Electives    | 8 ___ ___    |  |
| Mathematics 119 <b>or</b> 123             | 3 ___        | <b>Satisfactory placement test score</b>                             |
| Mathematics 125 <b>or</b> 141             | 3-4 ___      | <b>Math 119 or 123 or satisfactory placement test score</b>          |
| <sup>3</sup> Business Administration 101  | 1 ___        |  |
| <b>TOTAL</b>                              | <b>33-34</b> |  |
| <br>                                      |              |  |
| <b><u>Sophomore</u></b>                   |              |  |
| Advertising 250                           | 3 ___        |  |
| Public Relations 270                      | 3 ___        |  |
| History 241, 242                          | 6 ___ ___    |  |
| <sup>4</sup> English Literature Electives | 6 ___ ___    | <b>English 101 and 102</b>   |
| Economics 201                             | 4 ___        |  |
| Statistics 201                            | 3 ___        | <b>Math 125 or Math 141</b>  |
| Accounting 200                            | 3 ___        |  |
| Advertising 310                           | 3 ___        | <b>Adv 250 or PR 270 and admission to the major</b>                  |
| <b>TOTAL</b>                              | <b>31</b>    |  |
| <br>                                      |              |  |
| <b><u>Junior</u></b>                      |              |  |
| Psychology 110                            | 3 ___        |  |
| Business Administration 201               | 4 ___        | <b>Economics 201, Accounting 200; Coreqs: BA 101, Statistics 201</b> |
| Advertising 340                           | 3 ___        | <b>BA 101, Advertising 250, Statistics 201</b>                       |
| Advertising 350                           | 3 ___        | <b>Advertising 250, 310</b>  |
| Advertising 360                           | 3 ___        | <b>Advertising 340</b>   |
| Communication Studies 240                 | 3 ___        |  |
| Marketing 300                             | 3 ___        | <b>Business Administration 201 and junior standing</b>               |
| Management 300                            | 3 ___        | <b>Business Administration 201 and junior standing</b>               |
| <sup>5</sup> Arts and Sciences Electives  | 6 ___ ___    |  |
| <b>TOTAL</b>                              | <b>31</b>    |  |
| <br>                                      |              |  |
| <b><u>Senior</u></b>                      |              |  |
| Psychology 360                            | 3 ___        | <b>Psychology 110</b>  |
| Advertising 380                           | 1 ___        | <b>Progression as a major</b>  |
| Advertising 450                           | 3 ___        | <b>Advertising 350, 360</b>  |
| Advertising 470                           | 3 ___        | <b>Advertising 450 and Public Relations 270</b>                      |
| Advertising 480                           | 3 ___        | <b>Advertising 360</b>   |
| Communication and Information Elective    | 3 ___        |  |
| <sup>5</sup> Arts and Sciences Electives  | 6 ___ ___    |  |
| <sup>6</sup> General Electives            | 2-3 ___ ___  |  |
| <b>TOTAL</b>                              | <b>24-25</b> |  |
| <b>GRAND TOTAL</b>                        | <b>120</b>   |  |

<sup>1</sup>Six hours of foreign language (same language) at the intermediate level.

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

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

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

<sup>5</sup>Any course in Arts and Sciences not currently required.

<sup>6</sup>Students minoring in Business should take Finance 301.

**NOTE:** Students must meet the University General Education Requirement for Communicating through Writing\* by selecting a course with a "WC" designation. This course may be in the major or from another discipline.

**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 (no lab)  
Astronomy 152 (no lab)  
Astronomy 161  
Astronomy 162  
Astronomy 217-218 Honors  
Biology 101-102  
Biology 111-112  
Biology 130  
Biology 140  
Chemistry 100-110  
Chemistry 120-130  
Chemistry 128-138 Honors  
Geography 131-132  
Geology 101  
Geology 102  
Geology 103  
Geology 107-108 Honors  
Physics 135-136  
Physics 137-138 Honors  
Physics 221-222

### Communicating through Writing

Agricultural and Extension Education 440  
\*Architecture 213  
\*Civil Engineering 205  
\*\*Electrical and Computer Engineering 400  
English 254, 255, 295, 355, 360, 363, 364, 398, 455, 499  
\*\*Forestry 321  
\*Forestry, Wildlife and Fisheries 312  
\*Hotel, Restaurant and Tourism 390 (*same as Retail and Consumer Sciences 390*)  
Industrial Engineering 350  
\*\*Information Sciences 450 (*same as Journalism and Electronic Media 450*)  
Journalism and Electronic Media 200, 201 (**formerly Journalism 200, 201**)  
\*\*Journalism and Electronic Media 414, 444  
\*\*Journalism and Electronic Media 450 (*same as Information Sciences 450*)  
\*\*Journalism and Electronic Media 451, 456  
\*Judaic Studies 322 (*same as Medieval Studies 322 and Philosophy 322*)  
\*\*Materials Science and Engineering 405  
\*Medieval Studies 322 (*same as Judaic Studies 322 and Philosophy 322*)  
\*Music Education 430  
\*Musicology 220  
\*Musicology 330 (*same as Women's Studies 330*)  
\*Musicology 380  
\*Musicology 430  
\*Nuclear Engineering 304  
\*Nuclear Engineering 403  
\*Nursing 403  
\*\*Nutrition 412  
Philosophy 241  
\*Philosophy 243 (**formerly Philosophy 342**)  
\*Philosophy 246 (*same as Religious Studies 246*) (**formerly Philosophy 345; Religious Studies 345**)  
\*Philosophy 290, 320  
\*Philosophy 322 (*same as Medieval Studies 322 and Judaic Studies 322*)  
\*Philosophy 324, 326, 340 (**Philosophy 340 – formerly Philosophy 240**)  
\*Philosophy 382 (*same as Women's Studies 382*)  
\*Philosophy 390  
Plant Sciences 448  
\*Religious Studies 246 (*same as Philosophy 246*) (**formerly Religious Studies 345; Philosophy 345**)  
\*Retail and Consumer Sciences 390 (*same as Hotel, Restaurant, and Tourism 390*)  
\*\*Russian 221  
\*Social Work 314  
\*Theatre 300  
\*\*University Honors 257, 267, 277  
\*Women's Studies 330 (*same as Musicology 330*)  
\*Women's Studies 382 (*same as Philosophy 382*)

\*Course must have been completed Fall 2004 or after

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