

2006-2007 Advertising Curriculum

	<u>Hours</u>	<u>PREREQUISITES</u>
<u>First Year</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 ___	Satisfactory placement test score Math 119 or 123 or satisfactory placement test score
Mathematics 125 or 141	3-4 ___	
TOTAL	32-33	
<u>Second Year</u>		
Advertising 250	3 ___	
Public Relations 270	3 ___	
³ History 241-242 or 261-262	6 ___ ___	
⁴ English Literature Electives	6 ___ ___	English 101 and 102
Economics 201	4 ___	
Statistics 201	3 ___	Math 125 or Math 141
Accounting 200	3 ___	
Advertising 310	3 ___	Adv 250 or PR 270 and admission to the major
TOTAL	31	
<u>Third Year</u>		
Psychology 110	3 ___	
Business Administration 201	4 ___	Economics 201, Accounting 200; Coreq: Statistics 201
Advertising 340	3 ___	Advertising 250, Statistics 201
Advertising 350	3 ___	Advertising 250, 310
Advertising 360	3 ___	Advertising 340
Communication Studies 240	3 ___	
Marketing 300	3 ___	Business Administration 201 and junior standing
Management 300	3 ___	Business Administration 201 and junior standing
⁵ Arts and Sciences Electives	6 ___ ___	
TOTAL	31	
<u>Fourth Year</u>		
Psychology 360	3 ___	Psychology 110
Advertising 380	1 ___	Progression as a major
Advertising 450	3 ___	Advertising 350, 360
Advertising 470	3 ___	Advertising 450 and Public Relations 270
Advertising 480	3 ___	Advertising 360
Communication and Information Elective	3 ___	
⁵ Arts and Sciences Electives	6 ___ ___	
⁶ General Electives	3-4 ___ ___	
TOTAL	25-26	
GRAND TOTAL	120	

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.

³Completion of one sequence. History 241-242 is the preferred sequence.

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.

⁶Any course not taught in the College of Communication and Information. 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, 162
Astronomy 217-218 Honors
Biology 101-102
Biology 111-112
Biology 130-140
Biology 157 Honors
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

Only one of the following Astronomy courses may be taken for credit: 151, 161, 217
Only one of the following Astronomy courses may be taken for credit: 152, 162, 218

Communicating through Writing

Agricultural and Extension Education 440
***Animal Science 280
*Architecture 213
***Child and Family Studies 405
*Civil Engineering 205
**Electrical and Computer Engineering 400
English 206*** (**formerly English 306**), 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 210
*Musicology 330 (*same as Women's Studies 330*), *Musicology 380
*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

**Course must have been completed Fall 2005 or after

***Course must have been completed Fall 2006 or after