

## 2002-2003 Advertising Curriculum

<u>Year</u>	<u>Hours</u>	<u>PREREQUISITES</u>
<b><u>Freshman</u></b>		
English 101, 102	6 ___	
Communications 100	3 ___	
<sup>1</sup> Foreign Language	6 ___	
Anthropology 130	3 ___	
<sup>2</sup> Natural Science Electives	8 ___	
Math 119 or 123	3 ___	
Math 125	3 ___	<b>Math 119 or satisfactory placement test score</b>
<b>TOTAL HOURS</b>	<b>32</b>	
<b><u>Sophomore</u></b>		
Advertising 250	3 ___	
History 241, 242	6 ___	
<sup>3</sup> English Literature Electives	6 ___	<b>English 101 &amp; 102</b>
Economics 201	4 ___	
Statistics 201	3 ___	<b>Math 125 or Math 141</b>
Political Science 101 or 102	3 ___	
Accounting 201	3 ___	
Journalism 280	3 ___	<b>Consent of instructor</b>
<b>TOTAL HOURS</b>	<b>31</b>	
<b><u>Junior</u></b>		
Psychology 110	3 ___	
Advertising 340	3 ___	<b>Advertising 250 &amp; Statistics 201</b>
Advertising 350	3 ___	<b>Advertising 250</b>
Advertising 360	3 ___	<b>Advertising 340</b>
Speech 240	3 ___	
Business Administration 201	4 ___	<b>Economics 201, Accounting 201 Coreq: Statistics 201</b>
Marketing 300	3 ___	<b>Business Administration 201; junior standing</b>
Management 300	3 ___	<b>Business Administration 201; junior standing</b>
<sup>4</sup> Arts and Sciences Electives	6 ___	
<b>TOTAL HOURS</b>	<b>31</b>	
<b><u>Senior</u></b>		
Psychology 360	3 ___	<b>Psychology 110</b>
Advertising 380	1 ___	<b>Progression as a major in Advertising</b>
Advertising 450	3 ___	<b>Advertising 350 and 360</b>
Advertising 470	3 ___	<b>Advertising 450</b>
Advertising 480	3 ___	<b>Advertising 340</b>
<sup>5</sup> Communications Electives	6 ___	
<sup>4</sup> Arts and Sciences Elective	3 ___	
<sup>6</sup> Electives Outside College	8 ___	
<b>TOTAL HOURS</b>	<b>30</b>	
<b>TOTAL HOURS TO GRADUATE</b>	<b>124</b>	

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

<sup>2</sup>Natural Science electives are any two courses from: Astronomy 161, 162; Biology 101, 102; Botany 110, 120; Chemistry 100, 110 or Chemistry 120, 130; Geography 131, 132; Geology 101, 102 or 103.

<sup>3</sup>English Literature electives: English 201, 202, 221, 222, 231, 232, 233, 251, 252, 253.

<sup>4</sup>Any course in Arts and Sciences not currently required.

<sup>5</sup>Any course in the College of Communications not currently required.

<sup>6</sup>Any course not in the College of Communications. (Students minoring in Business should take Accounting 202 and Finance 301.)

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