

## 2003-2004 Advertising with Public Relations Concentration Curriculum

(These courses have been approved for Fall 2004 and are recommended for student currently pursuing study in this program.)

<u>Year</u>	<u>Hours</u>	<u>PREREQUISITES</u>
<b><u>Freshman</u></b>		
English 101, 102	6 ___ ___	
Communication 100	3 ___	
<sup>1</sup> Foreign Language	6 ___ ___	
<sup>2</sup> Natural Science Electives	8 ___ ___	
Anthropology 130	3 ___	
Math 119 or 123	3 ___	
Math 125 or 141	3 ___	<b>Math 119 or 123 or satisfactory placement test score</b>
<sup>3</sup> Business Administration 101	1 ___	
<b>TOTAL HOURS</b>	<b>32-33</b>	
<b><u>Sophomore</u></b>		
Advertising 250	3 ___	
Public Relations 270	3 ___	
Journalism 200	3 ___	<b>Communication 100 or 150 and English 102</b>
Journalism 203	3 ___	<b>Journalism 200</b>
Journalism 280	3 ___	<b>Consent of instructor</b>
History 241, 242	6 ___ ___	
Economics 201	4 ___	
Statistics 201	3 ___	<b>Math 125 or 141</b>
Accounting 201	3 ___	
<b>TOTAL HOURS</b>	<b>31</b>	
<b><u>Junior</u></b>		
Psychology 110	3 ___	
Advertising 340	3 ___	<b>Advertising 250 and Statistics 201</b>
Public Relations 320	3 ___	<b>PR270 or A250, and J200, or consent of instructor</b>
Public Relations 370	3 ___	<b>Public Relations 270</b>
Speech 240	3 ___	
<sup>4</sup> Literature Electives	6 ___ ___	<b>English 101 &amp; 102 are prerequisites for all other English courses</b>
<sup>5</sup> Arts and Sciences Elective	3 ___	
Business Administration 201	4 ___	<b><sup>3</sup>Business Admin. 101; Accounting 201, Economics 201 Coreq: Statistics 201</b>
Marketing 300	3 ___	<b>Business Administration 201; junior standing</b>
<b>TOTAL HOURS</b>	<b>31</b>	
<b><u>Senior</u></b>		
Psychology 360	3 ___	<b>Psychology 110</b>
Public Relations 470	3 ___	<b>PR 320 and 370 or consent of instructor</b>
Communication 400	3 ___	<b>J200, or A350, or EM310 or 320, or SC350, or consent of instructor</b>
Speech Communication 440 or Psychology 440	3 ___	
Public Relations 492	1 ___	<b>PR 320, senior standing and consent of instructor</b>
Communication Elective	3 ___	
<sup>5</sup> Arts and Sciences Electives	9 ___ ___ ___	
<sup>6</sup> General Electives	4-5 ___ ___	
<b>TOTAL HOURS</b>	<b>29-30</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 120, 130; Geography 131, 132; Geology 101, 102, or 103.

<sup>3</sup>Equivalent courses for BA101 are: Computer Science 100, Agric. & Natural Resources 290, Human Resource Development 210, or Management 203. Information on petition or test out procedures for BA101 is available in the Center for Undergraduate Studies and Advising, 202 Communications Building. Students who test out of BA101 or petition a course in place of BA101 may need one additional hour of general electives.

<sup>4</sup>Literature electives: English 201, 202, 221, 222, 231, 232, 233, 251, 252, 253.

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

<sup>6</sup>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**