

# 2008-2009

Name \_\_\_\_\_ Minor \_\_\_\_\_  
WRITE MINOR COURSES ON REVERSE

## DEPARTMENT OF MASS COMMUNICATIONS MEDIA ADVERTISING PROFESSIONAL OPTION Advising Check sheet

**NOTES:** (1) Students in the Mass Comm. major and minor must earn a "C " grade or better in all courses applied to major requirements. (2) Students must maintain at least a 2.2 overall GPA or be dropped from the program. (3) Students may not attempt (complete a course and receive a grade) any Mass Communications course more than twice.

### I. Introductory Core Requirements (9 semester hours)

| <u>Course</u>                                 | <u>semester</u> | <u>grade</u> |
|---|-----------------|--------------|
| 201 Mass Media in Society                     | _____           | _____        |
| 202 Writing for the Media                     | _____           | _____        |
| 204 Intro. to Television and Audio Production | _____           | _____        |

### II. Advanced Core (9 hours)

| <u>Course</u>                   | <u>semester</u> | <u>grade</u> |
|---------------------------------|-----------------|--------------|
| 401 Media Law and Policy        | _____           | _____        |
| 403 Media Critical Theory       | _____           | _____        |
| 481 Internship/Senior Portfolio | _____           | _____        |

### III. Media Advertising Option (15 hours)

| <u>Course</u>                   | <u>semester</u> | <u>grade</u> |
|---------------------------------|-----------------|--------------|
| 325 Fundamentals of Advertising | _____           | _____        |
| 389 Media Planning              | _____           | _____        |

#### Plus three courses chosen in consultation with an M.C. Dept. Advisor

|  |       |       |
|--|-------|-------|
| 323 Publication Layout and Design      | _____ | _____ |
| 326 Advertising Copywriting and Design | _____ | _____ |
| 334 Electronic Media Advertising       | _____ | _____ |
| 342 Digital Imagery                    | _____ | _____ |
| 421 Advertising Campaigns              | _____ | _____ |
| 440 Visual Media Analysis              | _____ | _____ |
| 449 Media Psychology                   | _____ | _____ |
| 451 Research Methods in the Mass Media | _____ | _____ |

### IV. Mass Communications Electives (6 hours)

| <u>Course</u> | <u>semester</u> | <u>grade</u> |
|---------------|-----------------|--------------|
| _____         | _____           | _____        |
| _____         | _____           | _____        |

Total hours required in major: 39

\_\_\_ 80-65 rule                      \_\_\_ Foreign language /SPCH 105                      \_\_\_ 124 credits

\_\_\_ Advisor's initials                      \_\_\_ Quantitative Course                      \_\_\_ Phil. 481  
(SPC329, STAT107 or MC451)

I have been explained, and fully understand, the 80/65 Rule. \_\_\_\_\_

Student's Signature

Date