2006-2007 Catalog

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 (12 semester hours)

Course	semester	grade
201 Mass Media in Society	____	____
202 Writing for the Media	____	____
203 Audio Production for the Media	____	____
204 Visual Production for the Media	____	____

II. Advanced Core (9 hours)

Course	semester	grade
401 Media Law and Policy	____	____
403 Media Critical Theory	____	____
481 Internship/Senior Portfolio	____	____

III. Media Advertising Option (12 hours)

Course	semester	grade
325 Fundamentals of Advertising	____	____

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	____	____
441 Multimedia Use in the Mass Media	____	____
451 Research Methods in the Mass Media	____	____

IV. Mass Communications Electives (6 hours)

Course	semester	grade
_____	____	____
_____	____	____

Total hours required in major: 39

___ 80-65 rule **___ Spch 105/Foreign language** **___ 124 credits**

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

I have been explained, and fully understand, the 80/65 Rule. _____
Student's Signature

Date