

Bachelor of Science (BS)
Degree Code 507 A
Non-Teaching

Checksheet for Communication Majors
Advertising

I. GENERAL EDUCATION 44
 (ECO 2030 and ENG 2170 if taken for the major may count toward General Education if completing a theme).

II. MAJOR REQUIREMENTS 60
An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) _____ & Senior Capstone Experience (CAP) _____ must be met.

Core Courses (12 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 _____ (3) Foundations of Human Communication
- COM 2101 _____ (3) Public Speaking
- COM 2300 _____ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)
- COM 2310 _____ (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)

Major Courses (30 sh)

- COM 2700 _____ (3) Foundations of Advertising (Prerequisite: COM 2300)
- COM 3155 _____ (3) Persuasion (WID) (Prerequisites: COM 1200, COM 2101 or permission of the instructor)
- COM 3200 _____ (3) Internet Communication
- OR
- IDS 3250 _____ (3) Internet Studies
- COM 3305 _____ (3) Communication Law (Prerequisite: COM 2300 or permission of the instructor)
- COM 3928 _____ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4040 _____ (3) International Advertising (Prerequisite: COM 2700 or permission of the instructor)
- COM 4400 _____ (3) Advertising Campaigns (CAP) (Prerequisite: Senior standing, COM 2700, and either 3302 or 3640 or permission of the instructor)
- ECO 2030 _____ (3) Principles of Economics Price Theory (Gen Ed: Historical & Social Perspective)
- MKT 3050 _____ (3) Principles of Marketing (“C” minimum required) (Prerequisite: ECO 2030)
- MKT 4610 _____ (3) Consumer Behavior (Prerequisite: MKT 3050 with a “C” minimum grade)

Sequence Selection: Choose one of the following three emphases totaling 12 sh

Business w/Non-Business Minor or w/General Business Minor

- COM 3640 _____ (3) Media Planning
- COM 4300 _____ (3) Media Sales
- COM 3152 _____ (3) Com. In Orgnz.
- Or
- COM 3182 _____ (3) Orgnz. Com. Simul
- MKT 3240 _____ (3) Intg. Mkt. Comm.

Business w/Marketing Minor

- COM 3640 _____ (3) Media Planning
- COM 4300 _____ (3) Media Sales
- COM 3152 _____ (3) Com. In Orgnz.
- Or
- COM 3182 _____ (3) Orgnz. Com. Simul
- MGT 3010 _____ (3) Survey Management

Creative Emphasis

- COM 2618 _____ (3) Intro. Media Publishing
- COM 3010 _____ (3) Media Graphics
- Or
- COM 3320 _____ (3) Digital Media Production
- Or
- GRA 3102 _____ (3) Electron Imaging
- COM 3302 _____ (3) Cpywriting for Adv (WID)
- GRA 3512 _____ (3) Web Dev Graphic Comm

Choose 6 sh from the following electives in consultation with your advisor to complete the major

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| COM 2110 _____ (3) Intro to Non-Verbal Communication | ENG 2170 _____ (3) Introduction to Film (Gen Ed.: Aesthetic Perspective) |
| COM 2121 _____ (3) Interpersonal Communication | ENG 3090 _____ (3) Introduction to Professional Writing |
| COM 2600 _____ (3) Introduction to Journalism | ENG 3100 _____ (3) Business Writing (Preq: ENG 1000) |
| COM 3010 _____ (3) Media Graphics (Preq: COM 2618) | GRA 3102 _____ (3) Electronic Imaging |
| COM 3100 _____ (3) Interview Tech(Preq: Jr/Sr standing or instr. perm) | GRA 3512 _____ (3) Web Development for Graphic Com, |
| COM 3124 _____ (3) Intercultural Communication | GRA 4512 _____ (3) Advanced Electronic Imaging |
| COM 3152 _____ (3) Communication in Organizations | HOS 2000 _____ (3) Survey of Hosp./Tourism Industry |
| COM 3300 _____ (3) Mass Media & Society | MGT 3060 _____ (3) Introduction to Organizational Behavior |
| COM 3302 _____ (3) Copywriting for Advertising (WID) | MKT 3052 _____ (3) Professional Selling (Preq: MKT 3050 “C” min) |
| COM 3320 _____ (3) Digital Media Production | MKT 3240 _____ (3) Integrated Marketing Communications |
| COM 3530-3549 _____ (3) Selected Topics | PSY 2402 _____ (3) Social Psychology (Preq: PSY 1200) |
| COM 3915 _____ (3) Career Connections | SOC 3750 _____ (3) Propaganda, Media & Society |
| COM 4420 _____ (3) Converged Media (Preq: COM 2610, 3302, 3618) | SOC 4750 _____ (3) Social Stratification |
| C I _____ (3) Advanced Video Production (selected topics) | |
| CIS 2025 _____ (3) Personal Computing Effectiveness | |

III. MINOR REQUIRED 12 – 18
9 sh of a minor must be completed at Appalachian. Suggested minors include: Art, English, General Business, International Business, Marketing, Political Science, Psychology, and Sociology.

IV. FREE ELECTIVES 3 – 12
3 sh of free electives outside the major discipline are required. 122

Students must apply to be a COM major. Deadline to submit “Application for Admission” form is October 1 and February 15. Once accepted, a student must still fill out the “Declaration of Major” form and submit it to the Dean’s Office for processing.

Major requirements that may count toward Gen Ed:	
ECO 2030 (3)	Historical & Social Perspective
ENG 2170 (3)	Aesthetic Perspective
Total Major Hrs:	60
Gen Ed:	-6
Net Major Hrs:	54