

I. General Education 44

II. MAJOR REQUIREMENTS 60

An overall 2.0 GPA is required in the major. 18 sh must be completed at Appalachian.

Core Courses (12 sh) (An overall 2.0 in the Core Courses meets the Communication Proficiency)

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

Major Courses (30 sh)

- COM 2700____(3) Foundations of Advertising (**Prerequisite: COM 2300**)
- COM 3155____(3) Persuasion (WID) (**Prerequisites: COM 1200, COM 2101 or instructor permission**)
- COM 3200____(3) Internet Communication
- OR
- IDS 3250____(3) Internet Studies
- COM 3305____(3) Communication Law (**Prerequisite: COM 2300 or instructor permission**)
- COM 3928____(3) Communication Research Methods (**Prerequisite: Jr/Sr Standing or instructor permission**)
- COM 4040____(3) International Advertising (**Prerequisite: COM 2700 or instructor permission**)
- COM 4400____(3) Advertising Campaigns (CAP) (**Prerequisite: Senior Standing, COM 2700, either COM 3302 or COM 3640 or instructor permission**)
- ECO 2030____(3) Principles of Eco-Price Theory (**Gen Ed theme: H&S: This American Life**)
- MKT 3050____(3) Principles of Marketing ("C" minimum) (**Prerequisite: ECO 2030**)
- MKT 4610____(3) Consumer Behavior (**Prerequisite: MKT 3050 with minimum grade of "C"**)

Sequence Selection: Choose one of the following three emphases totaling 12 sh. *Must be an advertising major or a communication minor.

Business w/Non-Business Minor

- or w/General Business Minor
- *COM 3640____(3) Media Planning (Pre. 2700)
- COM 4300____(3) Media Sales (**Pre. 2300 or consent of Instructor**)
- COM 3152____(3) Comm. In Organizations
- OR
- COM 3182____(3) Organizational Com Simulation
- MKT 3220____(3) Sales Management (**Pre: 3050 with minimum grade of "C"**)

Business w/Marketing Minor

- * COM 3640____(3) Media Planning (Pre. 2700)
- COM 4300____(3) Media Sales
- COM 3152____(3) Comm. In Organization
- OR
- COM 3182____(3) Organizational Com Simulation
- MGT 3010____(3) Survey of Management

Creative Emphasis

- COM 2618____(3) Intro. to Media Publish
- COM 3010____(3) Media Graphics (**Pre: COM 2618**)
- OR
- COM 3320____(3) Digital Media Production
- OR
- GRA 3102____(3) Electronic Imaging
- *COM 3302____(3) Copywriting for Adv. (WID)
- GRA 3512____(3) Web Dev. for Graphic Com.

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

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| COM 2110____(3) Intro to Non-Verbal Communication | C I Selected Topic ____ (3) Advanced Video Production |
| COM 2121____(3) Interpersonal Communication | CIS 2025____(3) Personal Computing Effect. |
| COM 2600____(3) Introduction to Journalism | ENG 2170____(3) Introduction to Film |
| COM 3010____(3) Media Graphics (Prerequisite: COM 2618) | ENG 3090____(3) Introduction to Professional Writing |
| COM 3100____(3) Interview Tech (Pre: jr/sr stand or consent of instruct) | ENG 3100____(3) Business Writing (ENG 3090 recom for prep) |
| COM 3124____(3) Intercultural Communication | GRA 3102____(3) Electronic Imaging |
| COM 3152____(3) Communication in Organizations | GRA 3512____(3) Web Development for Graphic Com. |
| COM 3300____(3) Mass Media & Society (Pre: COM 2300 or Consent Instr) | GRA 4512____(3) Advanced Electronic Imaging (Pre: MAT 0010 or placement test) |
| COM 3302____(3) Copywriting for Advertising (WID) | HOS 2000____(3) Survey of Hosp./Tourism Industry |
| COM 3320____(3) Digital Media Production | MGT 3630____(3) Introduction to Organizational Behavior |
| COM 3530-3549____(3) Selected Topics | MKT 3240____(3) Integrated Mktg. Communication (Pre: MKT 3050 C min) |
| COM 3915____(3) Career Connections | PSY 2402____(3) Social Psychology (Pre: PSY 1200) |
| COM 4420____(3) Converged Media (Prerequisites: COM 2610, 3302, 3618) | SOC 3750____(3) Propaganda, Media & Society |
| | SOC 4750____(3) Social Stratification |

III. MINOR REQUIRED 12 -18

9 sh of a minor must be completed at Appalachian. Business Minors require an overall 2.0 GPA, except for the Information Systems Minor which requires a 2.50 GPA. Each minor differs in number of hours and requirements; see catalog. Suggested minors: General Business, Marketing, International Business, Psychology, Sociology, Art, English, or Political Science.

IV. FREE ELECTIVES (to total a minimum of 122 sh) 3 - 9

3 sh of free electives outside the major discipline are required. 125
Suggested Electives: COM 2121, 3110, 3900, 4180

NOTE: ECO 2030 taken for the major may count toward General Education - up to 3
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 file declaration of major paperwork.