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

COM 3300_

COM 3302

COM 3320_

COM 3915_

COM 4420_

COM 3530-3549_

	crar Eddcation				
MAJ	IOR REQUIREMENTS60				
An ov	n 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)		iman Communication		
COM	2101 (3)	Public Speaking			
COM	2300(3)		ass Communications (Prerequisite: COM 1200 or instructor permission)		
COM	2310(3)		thics (Prerequisite: COM 1200 or instructor permission)		
Maior	Courses (30 sh)				
COM	2700(3)	Foundations of Δd	vertising (Prerequisite: COM 2300)		
COM	3155(3)	. , ,	(Prerequisites: COM 1200, COM 2101 or instructor permission)		
COM	3200(3)	Internet Communic	Cation		
OR					
IDS	3250(3)	Internet Studies			
COM	3305(3)	Communication La	aw (Prerequisite: COM 2300 or instructor permission)		
COM	3928(3)	Communication R	Research Methods (Prerequisite: Jr/Sr Standing or instructor permission)		
COM	4040(3)	International Adve	ertising (Prerequisite: COM 2700 or instructor permission)		
COM	4400(3)	Advertising Campa	aigns (CAP) (Prerequisite: Senior Standing, COM 2700, either COM 3302 or COM 3640 or instructor		
		permission)			
ECO	2030 (3)	• •	Price Theory (Gen Ed theme: H&S: This American Life)		
MKT	3050 (3)	Principles of Marketing ("C" minimum) (Prerequisite: ECO 2030)			
MKT	4610 (3)	•	or (Prerequisite: MKT 3050 with minimum grade of "C")		
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Sequen	nce Selection: Ch	oose one of the follo	wing three emphases totaling 12 sh. *Must be an advertising major or a communication		
	nce Selection: Ch	oose one of the follo	wing three emphases totaling 12 sh. *Must be an advertising major or a communication		
minor.	nce Selection: Ch ss w/Non-Business		wing three emphases totaling 12 sh. *Must be an advertising major or a communication Business w/Marketing Minor Creative Emphasis		
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Ш.	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 System	ns
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GRA 4512

MGT3630_

MKT3240

PSY 2402_

SOC 3750_

SOC 4750_

HOS 2000___

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.

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

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_(3) Advanced Electronic Imaging (Pre: MAT 0010 or placement test)

_(3) Integrated Mktg. Communication (Pre: MKT 3050 C min)

__(3) Survey of Hosp./Tourism Industry

(3) Social Psychology (Pre: PSY 1200)

_(3) Propaganda, Media & Society

_(3) Social Stratification

__(3) Introduction to Organizational Behavior

NOTE: ECO 2030 taken for the major may count toward General Education

(3) Mass Media & Society (Pre: COM 2300 or Consent Instr)

_(3) Converged Media (Prerequisites: COM 2610, 3302, 3618)

_(3) Copywriting for Advertising (WID)

_(3) Digital Media Production

_(3) Career Connections

_(3) Selected Topics

- up to 3

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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.