

# Mass Communication-Advertising, B.S.

Major	31
Emphasis	26-31
General Education	45
Electives to = 124	
TOTAL	124

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## Required Core

BRDC 127 - Introduction to Digital Storytelling 3 hours  
COMM 103 - Introduction to Mass Communication 3 hours  
COMM 242 - Introduction to Web Design 3 hours  
COMM 415 - Portfolio and Career 1 hour  
COMM 427 - Mass Media Law and Ethics 3 hours  
COMM 488 - Mass Communication and Society (W) 3 hours  
JOUR 105 - Writing for the Media 3 hours  
PHTO 125 - Introduction to Photography 3 hours  
PREL 310 - Social Media Strategies 3 hours  
ARTG 115 - Introduction to Graphic Design 3 hours \*  
or  
JOUR 208 - Publication Tools and Techniques 3 hours  
COMM 240 - Communication Theory 3 hours  
or  
PREL 235 - Public Relations Principles and Theory 3 hours

## Graphic Design Required Courses

Mass Communication Core 31 hours  
BMKT 326 - Principles of Marketing 3 hours  
BMKT 423 - Principles of Integrated Marketing Communication (SERV-2) 3 hours  
COMM 397 - Communication Research (W) 3 hours  
COMM 406 - Persuasion and Propaganda (W) 3 hours  
PREL 246 - Fundamentals of Advertising 3 hours  
PREL 355 - Advertising Copywriting 3 hours

## Plus, select twelve (12) hours from the following:

BMKT 327 - Consumer Behavior 3 hours  
BRDC 315 - Scriptwriting (W) 3 hours  
COMM 330 - Intercultural Communication (W) 3 hours  
MGNT 371 - Principles of Entrepreneurship 3 hours  
MGNT 420 - Organizational Behavior 3 hours  
PHTO 320 - Digital Photography 3 hours  
PREL 291 - Practicum 1-3 hours  
PREL 391 - Practicum 1-3 hours  
PREL 482 - The Public Relations Campaign (SERV-2) 3 hours  
PREL 485 - Public Relations Techniques 3 hours  
PREL 492 - Public Relations Internship 3 hours  
or

Graphic Design-focused track:

ART 109 - 2D Foundations-Plane and Color 3 hours

ARTG 212 - Raster Graphics 3 hours

ARTG 238 - Design Studio II 3 hours

ARTG 332 - Advertising Design 3 hours