

## Advertising Account Services Track - Four Year Plan

Marketing Minor recommended

128 Hours Total

	<b>Fall Semester</b>	<b>Spring Semester</b>
<b>Freshman Year</b>  *Math 116 required for minor in Marketing	JOUR 201 ENG 100 or COMM 161 HIST 119 or 120 MATH 116* Foreign Language UC 101  (17 hours)	JOUR 202 ENG 100 or COMM 161 Category B General Education Category E General Education Category C General Education PE 101  (16 hours)
<b>Sophomore Year</b>	JOUR 232 ENG 200 Category D General Education Liberal Arts / Sciences Elective MKT Minor Course PE 101 or 1-hour Elective  (16 hours)	JOUR 341 Advertising Elective Category B General Education Category D General Education ECON 202/203 – MKT Minor (C)  (15 hours)
<b>Junior Year</b>  * Prerequisite for JOUR 342 ** Junior status required (at least 60 hours earned) ***Must be taken in spring before graduation	JOUR 344 Advertising elective ECON 206* - MKT Minor ENG 300 MKT 320*** - MKT Minor PE 101 or 1- hour elective  (16 hours)	Advertising Elective JOUR 342*** 2 Liberal Arts / Sciences Elective GEOG 110 or 360 MKT 321 – MKT minor  (18 hours)
<b>Senior Year</b>	JOUR 346 JOUR 349 Liberal Arts / Sciences Elective 2 MKT Minor Courses  (15 hours)	JOUR 446 MKT Minor Course 2 Liberal Arts / Sciences Electives General Elective  (15 hours)