

36 HOURS 12 CLASSES

ADVERTISING

REQUIRED

COMM 200 COMM FOUNDATIONS RESEARCH*

MKT 220 MKTG CONCEPTS
AD 210 SOFTWARE STUDIO
AD 240 AD IN A DIGITAL WRLD
AD 310 VISUAL CONCEPTS
AD 330 BRANDING
UX 330 INTERACTIVE DESIGN
AD 349 ADVERTISING MEDIA
AD 410 PORTFOLIO

RESTRICTED ELECTIVE (TWO)

PR 255 FUNDAMENTALS OF PR
PR 350 LEGAL & ETHICAL FOUND
UX 320 UX DESIGN
UX 340 PROGRAMG FOR DESIGN
COMM 362 ORG COMM
UX 400 ADV INTERACTIVE DESIGN
AD 489 INTERNSHIP

WITH PERMISSION, SUBSTITUTE:

AD 400 SPECIAL TOPICS
AD 415 STUDY ABROAD
AD 495 INDEPENDENT STUDY

36 HOURS 12 CLASSES

COMM STUDIES

REQUIRED

COMM 200 COMM FOUNDATIONS

COMM 345 ADV PUBLIC SPKG
(OR) COMM 346 PERSUASION
COMM 348 INTERPERSONAL
COMM 362 ORG COMM
COMM 365 INTERCULTURAL

ADV STUDY IN COMM (ONE)***

COMM 440 HEALTH COMM
COMM 448 ADV INTERPERSONAL
COMM 450 FAMILY COMM
COMM 451 COMM IN DIG AGE
COMM 463 ADV INTERCULTURAL

COMM IN CONTEXT (FOUR)**

POP 201 INTRO TO POP CULTURE
AD 240 AD IN A DIGITAL WRLD
PR 255 FUNDAMENTALS OF PR
COMM 315 SPORT COMM
COMM 364 CRISIS COMM
COMM 374 GENDER COMM
COMM 388 POLITICAL COMM
COMM 440 HEALTH COMM
COMM 448 ADV INTERPERSONAL
COMM 450 FAMILY COMM
COMM 451 COMM IN DIG AGE
COMM 463 ADV INTERCULTURAL

SKILLS (TWO)

AD 210 SOFTWARE STUDIO
COMM 212 WRITING FOR DIGITAL
(OR) ENG 212 WRTG FOR DIGITAL
COMM 240 CRITICAL LISTENING
COMM 245 ARGUMENT & DEBATE
COMM 247 VOICE & DICTION
COMM 260 ORG INTERVIEWING RESEARCH*
COMM 330 LEADERSHIP COMM
COMM 345 ADV PUBLIC SPKG
(OR) COMM 346 PERSUASION
COMM 349 SM GROUP COMM

WITH PERMISSION, SUBSTITUTE:

COMM 400 SPECIAL TOPICS
COMM 415 STUDY ABROAD
COMM 489 INTERNSHIP
COMM 495 INDEPENDENT STUDY

36 HOURS 12 CLASSES

CORP & ORG COMM

REQUIRED

COMM 200 COMM FOUNDATIONS RESEARCH*

COMM 346 PERSUASION
COMM 349 SMALL GR COMM
COMM 362 ORG COMM
COMM 462 ADV ORG COMM
COMM 489 INTERNSHIP

MESSAGE STRATEGY (TWO)**

MKT 220 MKT CONCEPTS
AD 240 AD IN A DIGITAL WRLD
PR 255 FUNDAMENTALS OF PR
COMM 260 ORG INTERVIEWING
COMM 345 ADV PUBLIC SPKG
COMM 364 CRISIS COMM
COMM 388 POLITICAL COMM
COMM 451 COMM IN DIG AGE

HUMAN RELATIONS (TWO)

COMM 330 LEADERSHIP COMM
COMM 470 ORG RELATIONS
COMM 471 MULTI-NATION ORG
MGT 311 HR MGMT
MGT 333 MGMT NON-PROFIT
MKT 325 PERSONAL SELLING
PSYS 370 INDUST PSYCHOLOGY
PSY 371 PSYCHOLOGY OF SALES

WRITING (ONE)

JOUR 202 NEWS WRITING
ENG 203 CREATIVE WRITING
COMM 212 WRITING FOR DIGITAL
(OR) ENG 212 WRTG FOR DIGITAL
ENG 301 ARG & ANALYSIS
ENG 306 BUSINESS WRITING
MGT 361 BUS COMM FUND

WITH PERMISSION, SUBSTITUTE:

COMM 400 SPECIAL TOPICS
COMM 415 STUDY ABROAD
COMM 495 INDEPENDENT STUDY

24 HOURS 8 CLASSES

MINOR IN ADVERTISING

SJB 101 & SJB 102
AD 210 SOFTWARE STUDIO
AD 240 AD IN A DIGITAL WRLD
AD 330 BRANDING
AD 349 ADVERTISING MEDIA
PICK TWO: UX 320, UX 340, PR 255, MKT 331, MKT 328

31 HOURS 11 CLASSES

POP CULTURE STUDIES

REQUIRED

POP 201 INTRO TO POP CULTURE
POP 498 SENIOR SEMINAR (1 HR)

ONE FROM EACH CATEGORY

History & Folk Studies

HIST 340 HISTORY OF POP CULT
HIST 477 HIST OF AMER POP CULT
FLK 280 CULTURAL DIVERSITY
FLK 371 URBAN FOLKLORE
FLK 373 FOLKLORE IN THE MEDIA

Media Studies

SJB 154 NEW MEDIA LITERACY
SJB 310 DIVERSITY IN MEDIA
ENG 366 HIST OF NARRATIVE FILM
ENG 465 FILM GENRES
FILM 201 INTRO TO CINEMA

Social Sciences

PHIL 207 PHIL & POP CULT
PS 372 POLITICS & MASS MEDIA
SOCL 324 SOCIOLOGY OF SPORT
SUS 295 POP CULTURE & GENDER

RESTRICTED ELECTIVES (SIX)

AFAM 190, ANTH 120, ANTH 277,
ANTH 342, ANTH 448, ART 312, ART 313,
ART 325, ART 334, ART 390, ART 405,
ART 408, ART 409, ART 410, ART 445,
BCOM 201, BCOM 401, ENG 320,
ENG 321, ENG 340, ENG 365, ENG 366,
ENG 368, ENG 370, ENG 465, ENG 466,
FILM 201, FILM 369, FILM 399, FLK 275,
FLK 276, FLK 280, FLK 371, FLK 373,
FLK 379, FLK 388, FLK 410, FLK 445,
FLK 464, FLK 478, FREN 323, FREN 450,
GEOG 330, GERM 333, GERM 335,
GERM 437, GWS 375, HIST 320, HIST 321,
HIST 340, HIST 391, HIST 402, HIST 447,
MUS 320, PHIL 207, POP 389, POP 399,
PS 303, PS 320, PS 321, PS 331, PS 372,
RELS 222, SJB 154, SJB 310, SOCL 245,
SOCL 324, SOCL 345, SPAN 373,
SPAN 376, SPAN 490, SUS 295, THEA 430

15 HOURS 5 CLASSES

CERTIFICATE IN UX (USER EXPERIENCE)

AD 210 SOFTWARE STUDIO
UX 320 UX DESIGN
UX 330 INTERACTIVE DESIGN
UX 340 PROGRAMG FOR DESIGN
UX 400 ADV INTERACTIVE DESIGN

36 HOURS 12 CLASSES

PUBLIC RELATIONS

REQUIRED

COMM 200 COMM FOUNDATIONS RESEARCH*

JOUR 202 INTRO TO NEWS WRITG
PR 255 FUNDAMENTALS OF PR
PR 350 LEGAL & ETHICAL FOUND
PR 354 INTERNATIONAL PR
PR 356 DIGITAL TACTICS
PR 358 PR WRITING & PROD
PR 454 PR STRATEGY & PLANNING
PR 456 PR MANAGEMENT
BCOM 265 BASIC BROAD NEWS
(OR) BCOM 325 MEDIA WRITING

RESTRICTED ELECTIVE (ONE)

AD 210 SOFTWARE STUDIO
AD 240 AD IN A DIGITAL WRLD
AD 310 VISUAL CONCEPTS
BCOM 264 VIDEO PRODUCTION
COMM 315 SPORT COMM
COMM 346 PERSUASION
COMM 362 ORG COMM
COMM 364 CRISIS COMM
COMM 388 POLITICAL COMM
COMM 440 HEALTH COMM
COMM 451 COMM IN DIG AGE
JOUR 323 MULTI-PLATFORM NEWS
MKT 220 MKTG CONCEPTS
MKT 331 SOCIAL MEDIA MKTG
MKT 322 INTEGRATED MRKTG
PJ 131 INTRO TO DIG PHOTO
POP 201 INTRO TO POP CULTURE
UX 330 INTERACTIVE DESIGN
PR 489 INTERNSHIP

WITH PERMISSION, SUBSTITUTE:

PR 400 SPECIAL TOPICS
PR 415 STUDY ABROAD
PR 495 INDEPENDENT STUDY

18 HOURS 6 CLASSES

CERTIFICATE IN POLITICAL COMMUNICATION

REQUIRED
COMM 388, PS 375, PS 371 OR 372
CHOOSE TWO COMMUNICATION COURSES
COMM 245, 345, 346, 349
CHOOSE ONE POLITICAL SCIENCE COURSE
PS 310, 311, 316, 331, 370, 371, 372,
373, 374, 435

* Choose one research course from the following:

AD 300 RESEARCH IN AD & PR (for AD & PR students only)
COMM 300 COMM RESEARCH (for AD, COMM & PR students)
PS 301 RESEARCH POLITICAL BEHAVIOR (for AD, COMM & PR students)
SOCL 302 SOCIAL RESEARCH METHODS (for AD, COMM & PR students)

** Only one 200-level course can be taken in this category

*** The course taken to meet the Advanced Study in Communication requirement may not be double counted in the Comm in Context category