

Mass Communications: Advertising - 57 credits

Course Title	Credits	Semester	Year	Needed First
MC 100 Intro to Mass Comm	3	F or Sp	1	
MC 210 Media Writing	3	Sp or F 2	1	
MC 220 Desktop Publishing	3	Sp or F 2	1	
MC 230 Photography	3	F or Sp	2	
MC 251 Desktop Video	3	F or Sp	2	230
MC 300 International Comm or MC 302 Hist. of Mass Comm	3	F or Sp	2	
MC 303 Advertising Principles	3	F or Sp	2	
MC 304 Public Relations Principles	3	F or Sp	2	
MC 305 Imaging in Ad & PR	3	F or Sp	3	220, 230
MC 306 Ad Copywriting	3	F or Sp	3	210, 220, 304
MC 320 Layout and Typography	3	F or Sp	2	220
MC 351 Online Communications	3	F or Sp	3	320
MC 352 e-Communications	3	F or Sp	3	305, 320
MC 365 Media Planning	3	F or Sp	3	303
MC 383 Event Planning	3	F or Sp	3	304
MC 400 Mass Media Ethics	3	F or Sp	4	
MC 401 Communications Law	3	F or Sp	4	
MC 459 Ad Campaign Res	3	Fall Only	4	383
MC 460 Ad Campaign Exec	3	Spring Only	4	459

Four-Year Graduation Plan – Mass Communications: Advertising

Year	Semester	MC Course #	MC Credits	Liberal Art-Sci	Open Electives	Total Credits
1	Fall	100	3	12		15
1	Spring	210, 220	6	9		15
2	Fall	230,303, 300 or 302	9	6		15
2	Spring	251,304,320	9	6		15
3	Fall	305, 306,351	9	6		15
3	Spring	352, 365,383	9	3	3	15
4	Fall	400,459	6		9	15
4	Spring	401,460	6		9	15
		Totals	57	42	21	120

My Four-Year Graduation Plan
Mass Communications: Emphasis in Advertising

Completion Date: _____

Name _____ Advisor _____

Advertising

Year/Semester	MC Courses	LASC Category and Courses	Open Electives/ Minor-2 nd Major	Total Credits
Transfer Credits				
1-Fall	100	1A, 1B, 5, 7		15
1-Spring	210, 220	3, 6 [W], 8		15
1-Summer				
2-Fall	230, 300 or 302, 303	4, 5		15
2-Spring	251, 304, 320	2, 3 + lab		15
2-Summer				
3-Fall	305, 306, 351	6, 10		15
3-Spring	352, 365, 383	9	Elective (3)	15
3-Summer				
4-Fall	400, 459		Electives (9)	15
4-Spring	401, 460		Electives (9)	15
4-Summer				
Additional Semester(s)				
Minimum Totals	57	42 credits and 14 courses	21	120

