

Name: _____

BASED ON CREDITS

COMMUNICATION STUDIES (Advertising, Marketing, Public Relations Track), B.A

121 credits and Three 1-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS

(6 credits and three 1-credit PE courses)

Composition and Rhetoric

- EN 103 Composition and Rhetoric I
- EN 104 Composition and Rhetoric II

Physical Education Courses

- PE 100
- PE _____
- PE _____

MODES OF THINKING (15 credits)

Literature (Select one)

- EN 110, EN 112, EN 115

Mathematics (Select one, *MA III recommended*)

- MA 109, 110, 111, 112, 121

Natural Science (Select one)

- BI 209, 210, 211, 242, CH 209, PH 209

Philosophy

- PL 109

Social Sciences (Select one)

- CJ 109, EC 209, EC 112, HCM 230, PO 103, PO109, PS 109, SO 109

CULTURAL LITERACY (18 credits)

Humanities I and II. *Preferably* select a set (e.g., HI 201/202). However, a combination (e.g., PO 201 + HI 214) is acceptable.

- Hum. I: HI 201, PO 201, HI 213
- Hum. II: HI 202, PO 202, HI 214, HI 262

Humanities III: Great Works of Art & Music

- _____

Humanities IV: Great Works of Literature

- _____

Foreign Language/World Cultures

(Select either two of the same language, any two WC, or one WC and one approved course with international study)

- _____
- _____

CHRISTIAN VALUES AND THEOLOGY

(9 credits)

Catholic Theology

- TH 109

Intermediate Theology (200/300 level TH)

- TH _____

Values Seminar

- _____

MAJOR (49 Credits)

CM Core

- CM 130: Intro to Mass Communications
- CM 199: Communication Theory
- CM 206: Public Speaking
- CM 220: Journalism
- CM 310: Fundamentals of Public Relations
- CM 405: Communication Research Seminar-4 Credits

Controlled CM Electives: Choose seven of the following courses: CM 205, 275, 290, 305, 309, 313, 314, 315, 316, 318, 319, 320, 325, 360, 365, 380, 390, 391, 460; EN/CM 212, 312, and 340; HCM 230, 280, 290, 314, 318, 391.

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Note: Students are encouraged to complete an internship, CM 391.

Controlled Pre-Professional Electives in Advertising, Marketing, and Public Relations

Track: Choose three of the following courses:

MK 201, 220, or 325

- _____
- _____
- _____

FREE ELECTIVES (24 credits)

- _____ _____
- _____ _____
- _____ _____
- _____ _____

OPTIONAL MINOR

- _____ _____
- _____ _____
- _____ _____

For the most up-to-date record of progress toward completion of degree requirements, students should use the Academic Evaluation tool, which is listed under the Academic Planning heading in WebAdvisor.

DE SALES UNIVERSITY

Example Plan: COMMUNICATION STUDIES (Advertising, Marketing, and/or Public Relations), B. A.

FIRST YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Intro to Mass Communication (CM 130)
Free Elective ... or ...
Composition and Rhetoric I (EN 103)
Philosophy MOT (PL 109) ... or ...
Foreign Language/World Cultures I
Lifetime Fitness and Wellness (PE 100)

SPRING SEMESTER (15 credits and 1-credit PE)

Communication Theory (CM 199)
Public Speaking (CM 206)
Composition and Rhetoric II (EN 104)
Mathematics (MOT) *MA 111 recommended*
Foreign Language/World Cultures II
Physical Education (Activity)

SECOND YEAR

FALL SEMESTER (15 credits and 1-credit PE)

Controlled Communication Elective * ... or ...
Journalism (CM 220) ... or ...
Social Science MOT ... or ...
Humanities I
Free Elective ... or ...
Physical Education (Activity)

SPRING SEMESTER (15 credits)

Controlled Pre-Professional Elective **
Controlled Communication Elective *
Catholic Theology (TH 109)
Humanities II
Literature MOT

THIRD YEAR

FALL SEMESTER (15 credits)

Fundamentals of Public Relations (CM 310) ... or ...
Controlled Communication Elective * ... or ...
Controlled Communication Elective * ... or ...
Humanities III ... or ...
Free Elective

SPRING SEMESTER (15 credits)

Controlled Pre-Professional Elective **
Controlled Communication Elective *
Intermediate Theology (200-300)
Humanities IV
Free Elective

FOURTH YEAR

FALL SEMESTER (15 credits)

Controlled Communication Elective * ... or ...
Controlled Communication Elective * ... or ...
Free Elective ... or ...
Free Elective ... or ...
Free Elective

SPRING SEMESTER (16 credits)

Controlled Pre-Professional Elective **
Communication Research Seminar (CM 405)
Values Seminar
Natural Science MOT
Free Elective

* **Controlled CM Electives:** Choose seven of the following courses: CM 205, 275, 290, 305, 309, 313, 314, 315, 316, 318, 319, 320, 325, 360, 365, 380, 390, 391, 460; EN/CM 212, 312, and 340; HCM 230, 280, 290, 314, 318, 391.

** **Controlled Pre-Professional Electives in Advertising, Marketing, and Public Relations:** Choose three of the following courses: MK 201, 220, or 325