

Name: _____

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

40 courses of three or more credits and 3 one-credit PE courses

GENERAL EDUCATION CORE

BASIC REQUIREMENTS (2 courses and 3 one-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 (5 courses)

- Literature (Select one)
 EN 110, EN 112, EN 115
- Mathematics (Select one)
 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, PO 103, PO 109, PS 109 or SO 109

CULTURAL LITERACY (6 courses)

- 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 (See Master Schedule of Day Classes)

- Humanities IV: Great Works of Literature (See Master Schedule of Day Classes)

- 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

- (3 courses)
- Catholic Theology
 TH 109
- Intermediate Theology (200/300 level TH)
 TH ____
- Values Seminar (See Master Schedule of Day Classes)

MAJOR

(16 courses)

- CM 130: An Introduction to Mass Communications
- CM 199: Communication Theory
- CM 206: Professional Speaking
- CM 220: Journalism
- CM 310: Fundamentals of Public Relations
- CM 405: Professional Communication Seminar

7 CM Electives (see below *)

- ____
- ____
- ____
- ____
- ____
- ____
- ____

3 Pre-Professional Electives in Advertising, Marketing, and Public Relations (MK 201, 220, or 325; or MG 233)

- ____
- ____
- ____

MINOR

(6 courses)

- ____ ____
- ____ ____
- ____ ____

ELECTIVES

(As needed to complete 40-course req.)

- ____ ____
- ____ ____
- ____ ____
- ____ ____

Dr. S. Mattingly, Director of Advising and Retention
Effective fall, 2011

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

Typical Program: COMMUNICATION (Advertising, Marketing, and/or Public Relations), B. A.

FALL SEMESTER

SPRING SEMESTER

FIRST YEAR

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

... or ...
... or ...

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

SECOND YEAR

Communication Elective *
Journalism I (CM 220)
Social Science MOT
Humanities 1
Free Elective
Physical Education (Activity)

... or ...
... or ...
... or ...
... or ...

Pre-Professional Elective **
Communication Elective *
Catholic Theology (TH 109)
Humanities 2
Literature MOT

THIRD YEAR

Fundamentals of Public Relations (CM 310)
Communication Elective *
Communication Elective *
Humanities 3
Free Elective

... or ...
... or ...
... or ...
... or ...

Pre-Professional Elective **
Communication Research Seminar (CM 405)
Intermediate Theology (200-300)
Humanities 4
Free Elective

FOURTH YEAR

Communication Elective *
Communication Elective *
Free Elective
Free Elective
Free Elective

... or ...
... or ...
... or ...

Pre-Professional Elective **
Communication Elective *
Values Seminar
Natural Science MOT
Free Elective

MOT = Modes of Thought

* **Communication elective options**, as published in the *Undergraduate Catalog*: CM 205, 225, 275, 290, 305, 309, 311, 313, 314, 315, 316, 317, 319, 320, 325, 360, 365, 380, 390, 391-4, 460; EN/CM 212, 312, and 340.

** **Pre-Professional elective options in Advertising, Marketing, and/or Public Relations**, as published in the *Undergraduate Catalog*: MK 201, 220, 325; and MG 233.

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