

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, HCM 230, PO 103, PO109, 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 second page \*)**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### **MINOR**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### **ELECTIVES**

(As needed to complete 40-course req.)

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

*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, 318, 319, 320, 325, 360, 365, 380, 390, 391-4, 460; EN/CM 212, 312, and 340; HCM 230, 280, 290, 314, 318, 391.

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

A. Koefer, Director of the Academic Success Center  
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