

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 111 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; or MG 233

- _____
- _____
- _____

FREE ELECTIVES (24 credits)

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

OPTIONAL MINOR

- _____ _____
- _____ _____
- _____ _____

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; or MG 233