



FALL 2013

Approved: Academic Affairs

L. Brown-Wright

Dr. Lynda Brown-Wright, Provost

College of Liberal Arts

Major: Journalism and Media Studies

Concentration: Integrated Marketing Communication

Entering Term: _____

Expected Graduation Date: _____

Advisor: _____

Indicate Summer Courses in Comments Section

FRESHMAN YEAR FALL 1 st SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
UNIV 100	University Success	2		
ENG 104/ 111	Composition I	3		
HIST 101	History of Civilization	3		
MFL 101	Modern Foreign Language I	3		
BIO 101/LAB	Introduction to Biology and Lab	3		
PE _____	Any 100 Level Activity Course or HE 101	1		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Note: If Health (HE 101) is taken in one of the semester, then PE option is satisfied for both semesters.

Students who have completed two years of a single foreign language in high school with a grade of 'C' are exempt from foreign language requirements

Comments: _____

FRESHMAN YEAR SPRING 2 nd SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
ENG 105/112	Composition II	3		
HIST 102	History of Civilization II	3		
MFL 102	Modern Foreign Language II	3		
MATH 111	College Algebra	3		
CSC 115	Digital Computer Principles	3		
PE _____	Any 100 Level Activity Course or HE 101	1		
TOTAL CREDIT HOURS		16	GRADE POINT AVERAGE	

Note: If Health (HE 101) is taken in one of the semester, then PE option is satisfied for both semesters.

Students who have completed two years of a single foreign language in high school with a grade of 'C' are exempt from foreign language requirements; however, the student must take 6 hours of electives to replace the foreign language credits.

Comments: _____

SOPHOMORE YEAR FALL 1 st SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
SPCH _____	Speech Elective	3		
FINE ART _____	Art 206, Mus 205 or DR 201	3		
MC 200	Introduction to Communication	3		
ELECTIVE	General Elective or Minor	3		
ELECTIVE	General Elective or Minor	3		
ACC 211	Principles of Financial Accounting	3		
TOTAL CREDIT HOURS		18	GRADE POINT AVERAGE	

Comments: _____

SOPHOMORE YEAR 2 nd SPRING SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
ENG 205	World Literature	3		
SS _____	Social Science Elective	3		
MC 201	Introduction to Media Writing	3		
MKT 351	Marketing Management	3		
ART 203	Computer Graphics	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Comments: _____

JUNIOR YEAR 1 st FALL SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MC 301	Introduction to News Reporting	3		



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MC 330	Introduction to Integrated Marketing Communication	3		
MC 336	Advertising Copy Layout and Design	3		
MC 423	Advertising Media and Selection	3		
MC 470	Writing for Public Relations	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

English Proficiency: Date taken_____ Pass or Fail If Failed: English 399 (Functional Writing): Date Taken_____ Pass or Fail

Comments:_____

JUNIOR YEAR 2nd SPRING SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
FIN 320	Business Finance	3		
MKT 438	Marketing Research	3		
MC 425	Advertising Media Sales	3		
MC 471	Public Relations Practice	3		
ELECTIVE	General Elective or Minor	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Community Service/Service Learning Hours: 120 (60 for Transfer Students) _____

Comments:_____

SENIOR YEAR FALL 1st SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MC 440	Media Programming	3		
MC 401	Research Methods in Mass Communication	3		
MKT 440	Consumer Behavior	3		
MC 452	Mass Communication Elective 300-400 Level	3		
ELECTIVE	Minor or General Elective 300 level	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Comments:_____

SENIOR YEAR SPRING 2nd SEMESTER

COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MC 405	Media Ethnicity	3		
MC 473	IMC Campaigns	3		
MNGT 458 or MNGT 462	Strategic Management or Strategic Process	3		
MC 486/489	Practicum or Internship	3		
ELECTIVE	Minor or General Elective	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Comments:_____

On-line Graduation Clearance (TO BE COMPLETED DURING THE GRADUATING SEMESTER ONLY)

TOTAL HOURS: 124 (REQUIRED)

*Candidates that transfer 12 or more hours of college credit are exempt from UNIV 100: University Success: however, the student must take 2 hours of general electives to replace the UNIV course.

*All students must take the Undergraduate English Proficiency Examination (UEPE) after the sophomore year. Students not passing the exam must take **ENG 399**.

STUDENT SIGNATURE

DATE

ADVISOR SIGNATURE

DATE