Major: **STRATEGIC COMMUNICATION-AD/PR**

Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ MC I.D. #:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- |
| **Course** | **Hours** | **Grade** | **Term** |
| MASS 101 Media and Society | **3** |  |  |
| COMM 110 Human Communication | **3** |  |  |
| COMM 230 Human Communication Theory | **3** |  |  |
| MASS 420 Media Law and Ethics  | **3** |  |  |

**Major Requirements**

|  |  |  |  |
| --- | --- | --- | --- |
| **Course** | **Hours** | **Grade** | **Term** |
|  | **3** |  |  |
| ***Choose ONE from:*** MASS 111 Multimedia Foundations  MASS 123 Media Production I  MASS 150 Principles of Photography for Mass Media I  MASS 375 Digital Communication GRPH 201 Software for Design  GRPH 250 Information Design |

**Media Skills Requirement**

**Advertising/Public Relations Track Requirements**

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| --- | --- | --- | --- |
| **Course** | **Hours** | **Grade** | **Term** |
| MASS 207 Media Writing I  | **3** |  |  |
| MASS 225 Introduction to Advertising | **3** |  |  |
| MASS 230 Introduction to Public Relations | **3** |  |  |
| MASS 397/497 Internship | **3** |  |  |
| MASS 410 Advertising and Public Relations Campaigns | **3** |  |  |
| MASS 430 Capstone in Mass Media | **3** |  |  |

**Electives: Choose THREE from COMM or MASS with advisor approval (minimum 6 hours at 300-400 level)**

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| **Course** | **Hours** | **Grade** | **Term** | **Advisor Approval** |
|  | **3** |  |  |  |
|  | **3** |  |  |  |
|  | **3** |  |  |  |

**Minor, Certificate, or Cognate\* with advisor approval**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Course** | **Hours** | **Grade** | **Term** | **Advisor Approval** |
|  | **3** |  |  |  |
|  | **3** |  |  |  |
|  | **3** |  |  |  |
| \*Students completing cognate must include at least one course at the 200-level or higher. |

**Student Signature Date Advisor Signature Date**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**