



| Prefix + Number                    | Course Title   | Prerequisites/Comments          | Credits | Semester | Grade |
|------------------------------------|--|---------------------------------|---------|----------|-------|
| Major Elective                     | Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MKTG 370, PUBR 345, CMST 422 |                                 | 3       |          |       |
| MCOM 416 or ADV 476                | Mass Media and Society or Global and Multicultural Advertising   | MCOM 416: Fall; ADV 476: Spring | 0-3     | F/S      |       |
| Minor/2 <sup>nd</sup> Major Course |  |                                 | 3       |          |       |
| <b>Total Credit Hours</b>          |  |                                 | 15      |          |       |

### Spring

| Prefix + Number                      | Course Title   | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------------|--|------------------------|---------|----------|-------|
| ADV 371-371L                         | Advertising Copy and Design and Studio   | p. MCOM 220            | 3       | F/S      |       |
| Major Elective                       | Select an approved major elective: ADV 314, ADV 411-411L, ADV 472, MCOM 219, MCOM 265-265L, MKTG 370, PUBR 345, CMST 422 |                        | 3       |          |       |
| Minor/2 <sup>nd</sup> Major Elective |  |                        | 3       |          |       |
| General Elective                     |  |                        | 3-6     |          |       |
| <b>Total Credit Hours</b>            |  |                        | 15      |          |       |

### Summer

| Prefix + Number           | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|---------------------------|--------------|------------------------|---------|----------|-------|
| MCOM 394 or MCOM 494      | Internship   |                        | 3       |          |       |
| <b>Total Credit Hours</b> |              |                        | 3       |          |       |

## Fourth Year

### Fall

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|-----------------|--------------|------------------------|---------|----------|-------|
| ADV 476 or MCOM |              |                        |         |          |       |