

Mass Communication BS Advertising

Suggested Course Outline

Freshman

Freshman Seminar	76-101	1
Composition	10-111	3
Physical Science & Lab		4
Professional Media Writing	20-130	3
Journalism Practicum	20-151	1
Total		12

General Statistics	17-114	3
Composition	10-112	3
Intro to Broadcast Operations	20-111	3
Intro to American Government	34-102	3
Fundamentals of Oral Comm.	29-102	3
Total		15

Sophomore

Intro to Media Advertising	20-230	3
Accounting I	51-201	3
Gen. Econ I OR Survey of Econ	52-150/130	3
General Psychology	08-103	3
Information Technology		3
Adv. Journalism Practicum	20-351	2
Total		17

Fine Arts		3
Accounting II	51-202	3
***College Algebra	17-118	3
Media Design	20-243	3
Intro to Literature	10-220	3
Total		15

Junior

Life Science & Lab		4
Principles of Broadcast Advertising	20-313	3
Consumer Behavior	55-333	3
Humanities/Philosophy		3
Principles of Marketing	55-330	3
Total		16

Advanced Media Design	20-343	3
Fundamentals of Business Finance	53-324	3
Sales and Sales Management	55-430	3
Electives		3
Business Law	53-311	3
America-A Historical Survey	33-155	3
Total		18

Senior

International Business	55-438	3
Promotion	55-332	3
Electives		6
Principles of Print Advertising	20-353	3
Marketing Research	55-432	3
Total		18

Senior Seminar	20-416	1
Electives		6
Principles of Management	54-313	3
Advanced Advertising Strategies	20-430	3
Total		13

***College Algebra must be taken before Fundamentals of Business Finance.

Students must earn a minimum total of 124 hours to complete their degree

(Please note this outline does not supersede the requirements listed in the Northwest Undergraduate Student Catalog nor does it constitute a contractual arrangement, rather it is for information only. It is the student's responsibility to be aware of and to meet all University and Department requirements as listed in the catalog.

Fall 2010