

Advertising

Department of Communication Studies • Fort Hays State University

Student Name: _____

Advisor : Andy Stanton • 202 Malloy • 628.4448 • lastanton@fhsu.edu

University Degree Requirements	Hours	Semester
Specified Gen Ed Courses - Foundation Studies	18	
Elective/Specified Gen Ed Courses <i>MATH 250 or CIS 200 - Elements of Statistics required for Comm Studies Majors</i>	37	
Modern Language	10	
Electives	17	

Communication Studies Core Courses (12 hours)

COMM 208 - Communication & the Information Society	3	_____
COMM 300 - Diversity & Communication	3	_____
COMM 350 - Communication Research Methods	3	_____
COMM 490 - Issues & Applications in Communication	3	_____

Applied Disciplinary Focus (6 hours)

Select one course from each category below.

Theoretical/Conceptual Focus (select one)

COMM 121 - Voice, Diction & Interpretation	3	_____
COMM 602 - Intercultural Communication	3	_____
COMM 604 - Interpersonal Communication	3	_____
COMM 667 - Survey of Drama I	3	_____

Social Interaction Skills (select one)

COMM 122 Acting	3	_____
COMM 361 Directing	3	_____
COMM 606 Conflict Management	3	_____
COMM 607 Listening	3	_____

Major Requirements - Advertising (24 hours)

Students are encouraged to work closely with their advisor in selecting elective courses to include areas of marketing, psychology, sociology, information networking and telecommunications, and other academic areas. Students should work with their advisor in finding internship opportunities during their junior and senior years.

COMM 128 - Mass Media in a Free Society	3	_____
COMM 345 - Desktop Publishing	3	_____
COMM 347 - Advertising	3	_____
COMM 414 - Business & Professional Speaking	3	_____
COMM 635 - Multimedia Production	3	_____
COMM 656 - Advertising Copywriting Strategy & Tactics	3	_____
COMM 657 - Advertising Mgnt., Media Analysis & Planning	3	_____
COMM 658 - Advertising Campaign Design & Analysis	3	_____

Total Hours for Bachelor of Arts **124**

Anticipated Graduation Date _____