



Advertising or Public Relations	25 hours	Journalism	25 hours	Visual Communication	25 hours
	grade		grade		grade
A260 Layout and Design	3 _____	A265 Photography	3 _____	A260 Layout and Design	3 _____
A310 Advertising or A316 Public Relations	3 _____	A266 Videography	3 _____	A265 Photography	3 _____
A313 Media Planning	3 _____	A250 Journalism (spring only)	3 _____	A266 Videography	3 _____
A336 Strategic Content Creation	3 _____	A350 Adv. Journalism (fall only)	3 _____	A382 Social Media Strategies	3 _____
A326 Research in Ad and PR	3 _____				
Major Electives or Emphasis area	7 hours	Major Electives or Emphasis area	10 hours	Major Electives or Emphasis area	13 hours
<i>Choose any communication courses or emphasis area</i>		<i>Choose any communication courses or emphasis area</i>		<i>Choose any communication courses or emphasis area</i>	
_____	3 _____	_____	3 _____	_____	3 _____
_____	3 _____	_____	3 _____	_____	3 _____
_____	1 _____	_____	3 _____	_____	3 _____
		_____	1 _____	_____	3 _____
A482 Brand Lab	3 _____	A490 Journalism Capstone (spring only)	3 _____	A482 Brand Lab	1 _____
or A415 Ad Team or A419 Bateman Team				or A415 Ad Team or A419 Bateman Team	3 _____