

| University Studies, Distribution & Electives | | | | |
|--|---|----|-------|-------|
| Sequential Requirements (18) | | | | |
| | | CR | SEM | GR |
| IN 140 | University Seminar | 3 | _____ | _____ |
| IN 180 | University Writing ³ | 3 | _____ | _____ |
| IN 280 | Writing in the Disciplines ³ | 3 | _____ | _____ |
| IN 250 | US Ck ___ MG ___ OR ___ | 3 | _____ | _____ |
| (IC 6) 6-8 credits: 3/4 | | | | |

| Business Communcation | | | | |
|----------------------------|------------------------------------|----|-------|-------|
| Business Requirements (25) | | | | |
| | | CR | SEM | GR |
| ET 100 | Business Creation | 3 | _____ | _____ |
| IS 120 | Intro to Business Analytics | 3 | _____ | _____ |
| ET 230 | Financial Decision Making | 3 | _____ | _____ |
| | Organizational Behavior and Change | 3 | _____ | _____ |

| 3/4 Non-Sequential Requirements (13-15) | | | | |
|---|---|---|-------|-------|
| _____ | Natural Science w/Lab | 4 | _____ | _____ |
| _____ | Creative Arts | 3 | _____ | _____ |
| PS 201 | Statistical Methods in Behavioral Sciences (satisfies QR requirement) | 3 | _____ | _____ |
| BU 230 | Business Conversations* satisfies Oral Communication requirement | | | |

| Communication Core (18) | | | | |
|-------------------------|------------------------------------|----|-------|-------|
| | | CR | SEM | GR |
| CO 101 | Communication Theory | 3 | _____ | _____ |
| CO 204 | Communication Research Methods | 3 | _____ | _____ |
| CO 341 | Organizational Communication | 3 | _____ | _____ |
| CO 432 | Intercultural Communication | 3 | _____ | _____ |
| MK 363 | Brand Loyalty thru Digital Media | 3 | _____ | _____ |
| CO 480 | Communication Internship | 3 | _____ | _____ |
| | OR | | | |
| MK 471 | Digital Media Marketing Internship | 3 | _____ | _____ |

| SELECT BA OR BS BELOW | | | | |
|--|-----------------|----|-------|-------|
| Bachelor of Arts Requirements (0-12) | | | | |
| Demonstrated proficiency in a modern language numbered 223 or above. See "General Graduation Requirements" in University Bulletin. | | | | |
| | | CR | SEM | GR |
| xx103 | Modern Language | 4 | _____ | _____ |
| xx114 | Modern Language | 4 | _____ | _____ |
| xx223 | Modern Language | 4 | _____ | _____ |

| Business Communication Electives (choose 15 credits) | | | | |
|--|----------------------------|----|-------|-------|
| | | CR | SEM | GR |
| AT 110 | Intro to Digital Media | 3 | _____ | _____ |
| CO 251 | Intro to Public Relations | 3 | _____ | _____ |
| CO 360 | Crisis Communication | 3 | _____ | _____ |
| CO 343 | Communication and Conflict | 3 | _____ | _____ |
| CO 332 | Gender Communication | 3 | _____ | _____ |
| EN 305 | Web Publishing | 3 | _____ | _____ |
| MK 307 | IMC Campaigns | 3 | _____ | _____ |
| | | 3 | _____ | _____ |
| | | 3 | _____ | _____ |
| | | 3 | _____ | _____ |

| Bachelor of Science Requirements (10) | | | | |
|--|--|-------|-------|-------|
| Choose from at least (2) of the following areas: Biology, Chemistry, Math or Physics | | | | |
| | | CR | SEM | GR |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |

| Electives (13) | | | | |
|----------------|--|-------|-------|-------|
| | | CR | SEM | GR |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |

| 300/400 Electives (12) | | | | |
|------------------------|--|-------|-------|-------|
| | | CR | SEM | GR |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |
| | | _____ | _____ | _____ |

Memory & C
 Perception
 Multiculturali
 DMM co