

I. CORE CURRICULUM ..... 44  
 ECO 2030\_\_\_\_(3) Principles of Eco-Price Theory (required)

II. MAJOR REQUIREMENTS ..... 57  
*An overall 2.0 GPA is required in the major/18 sh must be completed at Appalachian*

Core Courses (12 sh) (An overall 2.0 in the core courses meets the Communication Proficiency.)

- COM 1100\_\_\_\_(3) Foundations of Human Communication
- COM 2101\_\_\_\_(3) (S) Public Speaking
- COM 2300\_\_\_\_(3) Introduction to Mass Communications
- COM 2310\_\_\_\_(3) (W) Communication Ethics

Major Courses (45 sh)

- COM 2110\_\_\_\_(3) (W/S) Introduction to Nonverbal Com
- COM 2618\_\_\_\_(3) (C) Introduction to Media Publishing
- COM 2700\_\_\_\_(3) Foundations of Advertising
- COM 3010\_\_\_\_(3) (C/W) Media Graphics
- COM 3155\_\_\_\_(3) (S/W) Theory & Practice of Persuasion
- COM 3300\_\_\_\_(3) Mass Media & Society
- COM 3302\_\_\_\_(3) (W) Copywriting for Advertising
- COM 3305\_\_\_\_(3) Communication Law
- COM 3320\_\_\_\_(3) Broadcast Production
- COM 3530-49\_\_\_\_(3) Selected Topics
- COM 3928\_\_\_\_(3) (C) Communication Research Methods
- COM 4300\_\_\_\_(3) Media Sales
- COM 4400\_\_\_\_(3) Advertising Campaigns
- #MKT 3050\_\_\_\_(3) Principles of Marketing
- MKT 4610\_\_\_\_(3) (MC/CD) Consumer Behavior

#C minimum required

**Major Designators**

2 Writing (W)      \_\_\_ \_\_\_

1 Speaking (S)    \_\_\_

\*Com Proficiency   \_\_\_

\*An overall "C" average is required in the core courses within the major to meet Communication Proficiency

**Other Designators**

4 Writing (W)      \_\_\_ \_\_\_ \_\_\_ \_\_\_

(English 1000/1100 will count as 2 W)

4 Multi-cul (MC)   \_\_\_ \_\_\_ \_\_\_ \_\_\_

(His 1101/1102 will count as 2 MC)

2 Num Data (ND)   \_\_\_ \_\_\_

2 Computer (C)    \_\_\_ \_\_\_

1 Cross-dis (CD)   \_\_\_

III. MINOR REQUIRED ..... 12 - 18  
*9 sh of a minor must be completed at Appalachian/Business Minors require an overall 2.0 GPA*  
*Each minor differs in number of hours and requirements - see catalog*  
*Suggested Minors: General Business, Marketing, International Business, Psychology, Sociology, Art, English, or Political Science*

IV. FREE ELECTIVES (to total a minimum of 122 sh).....3 - 9  
*2 sh of free electives outside the major discipline are required* 122

*Suggested Electives: COM 2121, 2600, 3152, 3900*