

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 3640____(3) Media Planning
 - COM 3928____(3) (C) Communication Research Methods
 - 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 except for the Information Systems Minor which requires a 2.50 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