

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 1200____(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) 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

NAME _____ MAJOR Communication/Advertising

_____ Passed _____ Completed MAT 0010

ENGLISH (6 s.h.)

- _____ English 1000 (W)
- _____ English 1100 (W) or _____ 1510 (W)

MATHEMATICS (4 s.h.)

- _____ Math 1010 (ND, C, CD) _____ Math 1030 (ND, C)
- _____ Math 1020 (ND) _____ Math 1110 (ND)
- _____ Math 1025 (ND) _____ Math 1120 (ND)

NATURAL SCIENCES (8 s.h. of a sequence)

- _____ Astronomy 1001 (ND) _____ 1002 (ND)
- _____ Biology 1101(ND) _____ 1102(ND)
- _____ Chemistry 1101 (ND),1110 _____ 1102 (ND),1120
- _____ Geology 1080 (ND, CD) _____ 1090 (ND, CD) or
- _____ Geology 1101 (ND) _____ 1102 (ND, CD) or
- _____ Geology 1101 (ND) _____ 1103 (ND) or
- _____ Geology 1510 (W, ND) _____ 1511 (W, ND)
- _____ Physics 1101 (ND) _____ 1102 (ND) or
- _____ Physics 1103 (ND) _____ 1104 (ND) or
- _____ Physics 1150 (ND) _____ 1151 (ND)

PHYSICAL ACTIVITY/WELLNESS (2 s.h.)

- _____ DAN 1400 (2) _____ 1410 (2) _____ 1420 (2) _____ 2400 (2)
- _____ DAN 2410 (2) _____ 2420 (2) _____ 3480 (2) _____ 3580 (2)
- _____ FCS 2202 (3)
- _____ HP 1105 (2)
- _____ MSL 1101(1) _____ 1102 (1)
- _____ MUS 1100(1) (May count twice)
- _____ PE Activities 1000-1049 (1), _____ 1057 (1), _____ 1071-1080(1)
- PE majors only: PE 3008(2)

General Science Sequence:

- _____ G.S. Physics 1010 (ND) or _____ G.S. Astronomy 1010 (ND) and _____ G.S. Chemistry 1020 (ND) followed by:
- _____ G.S. Geology 1030 (ND) and _____ G.S. Biology 1040 (ND)

SOCIAL SCIENCES (History - 6 s.h.)

- _____ History 1101 (MC) & _____ History 1102 (MC) or _____ History 1510 (W, MC) & _____ History 1515 (W, MC) or _____ HIS 1103**(MC)

****If received an "A" in High School World Civ/World His class may take HIS 1103 instead of 1101 & 1102. If taking 1103 must take 3 courses from other Social Sciences in at least 2 different areas.**

OTHER SOCIAL SCIENCES (6 s.h.)

Choose TWO courses from different areas, THREE if HIS 1103 chosen above. (*Approved on a semester by semester basis)

- _____ Anthropology 1215 (MC), 1220, 2335 (MC), 2420 (MC)
- _____ Appalachian Studies 2411 (W, MC, CD)
- *Eco 2030**
- _____ Economics 1010, 2030
- _____ Family and Consumer Sciences 2103 (C) (FCS 2103 or SOC 1110 to fulfill requirements, but not both)
- _____ General Honors 1515* (CD, W*, S*, MC*, ND*, C*), 2515* (CD, W*, S*, MC*, ND*, C*), 2520* (CD, W*, S*, MC*, ND*, C*), 3515* (CD, W*, S*, MC*, ND*, C*)
- _____ Geography 1010 or 1510, 1020 (MC) or 1515(MC), 1040 (MC); Planning 2410 (CD) or 2510
- _____ Interdisciplinary Studies 1101*,1103*: 1102*, 1104*: 2201*-2206* (W*, S*, MC*, CD*)
- Note: Priority enrollment given to Watauga Residential College students
- _____ Interdisciplinary Studies 2411 (W, MC, CD), 2421 (MC, CD)
- _____ Political Science 1000 (MC), 1100, 1200, 1201 (S), 2120 (MC), 2130, 2240 (MC)
- _____ Psychology 1200
- _____ Sociology 1000, 1100, 1110, 2700, 2850 (W) (May take FCS 2103 or SOC 1110, but not both)
- _____ Technology 2029 (W, MC, CD)

***Eco 2030 Required for Major**

HUMANITIES (12 s.h.)

Choose FOUR courses from at least three areas. One course must be a LITERATURE course and one course must be from the fine arts (ART, DANCE, MUSIC or THEATRE). Courses underlined are approved for literature. (*Approved on a semester by semester basis)

- _____ Appalachian Studies 2016, 2410 (W, MC, CD)
- _____ Art 2011, 2013 (W, MC, CD), 2030 (MC), 2130 (W, MC)
- _____ Chinese 1040 (MC), 1050 (MC)
- _____ Dance 2014 (MC), 3430 (W, MC)
- _____ English 2010 (W), 2020 (W), 2030 (W, MC), 2040 (W, MC), 2100 (W), 2120 (W, MC), 2130 (W, MC), 2310 (W), 2320 (W), 2510 (W), 2515 (W)
- _____ English 2170 (W) (counts as a separate area; does not fulfill literature)
- _____ Foreign Language 2010 (MC)
- + _____ French 1040 (MC), 1050 (MC), 1060 (MC), 3030 (W,MC), 3040 (W,MC)
- _____ General Honors 1515 * (CD, W*, S*, MC*, ND*, C*), 2515* (CD, W*, S*, MC*, ND*, C*), 2520* (CD, W*, S*, MC*, ND*, C*), 3515* (CD, W*, S*, MC*, ND*, C*)
- + _____ German 1040 (MC), 1050 (MC), 1060 (MC), 3015 (W, MC), 3025 (W, MC), 3050 (MC), 3055 (W, MC), 3550 (W, MC)
- _____ Interdisciplinary Studies 1101*, 1103*: 1102*, 1104*: 2201*-2206* (W*, S*, MC*, CD*)
- Note: Priority enrollment given to Watauga Residential College students
- _____ Interdisciplinary Studies 2410 (W, MC, CD), 2420 (MC, CD)
- + _____ Japanese 1040 (MC), 1050 (MC)
- _____ Latin 1040 (MC), 1050 (MC), 3010 (MC), 3020 (MC)
- _____ Music 2011 (MC), 2013 (W, MC, CD), 2014, 2015, 2016, 2017, 2018 (MC), 2020
- Music majors only: 1611 (W, MC), 2611 (MC, CD), 2612 (W, MC, CD), 3611 (W, MC, CD)
- _____ Philosophy 1000 (W), 1040 (W), 1100, 2000 (W), 2013 (W, MC, CD) counts as a HUM FA, 2015 (W, MC, CD), 3013 (W, CD), 3600 (W)
- _____ Religion 1020 (MC), 2010 (W, MC), 2013 (W, MC, CD) counts as a HUM FA, 2020 (W, MC), 2025 (W, MC), 2026 (W, MC), 2030 (MC), 2040 (W, MC)
- _____ Russian 1040 (MC), 1050 (MC)
- + _____ Spanish 1040 (MC), 1050 (MC), 1060 (MC), 3015 (W, MC), 3025 (W, MC), 3050 (W, MC), 3055 (W, MC)
- _____ Theatre 2011, 2015 (MC,CD), 2610 (W, S), 3640 (S), 3730 (W, MC,CD),3733 (W,MC,CD), 3735 (W, MC, CD)

+Foreign Language Placement Exam Required before Enrollment