

I. CORE CURRICULUM44
 ECO 2030____(3) Principles of Eco-Price Theory (Required)

II. MAJOR REQUIREMENTS57
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 (27 sh)

COM 2700____(3)	Foundations of Advertising
COM 3155____(3)	(S/W) Theory and Practice of Persuasion
COM 3200____(3)	(C) Internet Communication
OR	
IDS 3250____(3)	(C, CD, W) Internet Studies
COM 3305____(3)	Communication Law
COM 3928____(3)	(C) Communication Research Methods
COM 4040____(3)	(MC) International Advertising
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. Sequence Selection: Choose one of the following three emphases totaling 12 sh

Business w/Non-Business Minor
or w/General Business Minor

COM 3640____(3)	Media Planning
COM 4300____(3)	Media Sales
COM 3152____(3)	Comm. In Organizations
OR	
COM 3182____(3)	Organizational Com Simulation
MKT 3220____(3)	(S) Sales Management

Business w/Marketing Minor

COM 3640____(3)	Media Planning
COM 4300____(3)	Media Sales
COM 3152____(3)	Comm. In Organizations
OR	
COM 3182____(3)	Organizational Com Simulation
MGT 3010____(3)	Survey of Management

Creative Emphasis

COM 2618____(3)	(C) Intro. to Media Publishing
COM 3010____(3)	(W, C) Media Graphics
OR	
COM 3320____(3)	Digital Media Production
OR	
GRA 3102____(3)	(C) Electronic Imaging
COM 3302____(3)	(W) Copywriting for Adv.
GRA 3512____(3)	Web Dev. For Graphic Com.

In consultation with your advisor Choose 6 sh from the following electives to complete the major

Business Oriented

COM 2121____(3)	Interpersonal Communication
C I S 2025____(3)	(C) Personal Computing Effect.
ENG 3090____(3)	(W, S) Intro. to Professional Writing
ENG 3100____(3)	(W, S) Business Writing
MGT 3630____(3)	(CD) Intro to Org. Behavior
MKT 3240____(3)	(W) Integrated Mktg. Communication

Creative Oriented

COM 2600____(3)	(W, C) Intro. to Journalism
COM 3010____(3)	(W, C) Media Graphics
COM 3124____(3)	(W, MC, CD) Intercult. Comm.
COM 3300____(3)	Mass Media & Society
COM 3320____(3)	Digital Media Production
C I Selected Topic____(3)	Adv. Video Production
ENG 2170____(3)	Introduction to Film
GRA 3102____(3)	(C) Electronic Imaging
GRA 3512____(3)	Web Dev. For Grph. Com.
GRA 4512____(3)	(C, ND) Adv. Electronic Imaging
PSY 2402____(3)	Social Psychology

Business and Creative Oriented

COM 2110____(3)	(W) Intro to Non-Verbal Comm.
COM 3100____(3)	Interviewing Techniques
COM 3152____(3)	Communication In Organizations
COM 3302____(3)	(W) Copywriting for Adv.
COM 3530-49____(3)	Selected Topics
COM 3915____(2)	Career Connections
COM 4420____(3)	(C) Converged Media
HOS 2000____(3)	Survey of Hosp. /Tour. Indus.
SOC 3750____(3)	Propaganda, Media & Society
SOC 4750____(3)	(MC) Social Stratification

IV. MINOR REQUIRED12 -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*

V. FREE ELECTIVES (to total a minimum of 122 sh)3 - 9

*3 sh of free electives outside the major discipline are required
 Suggested Electives: COM 2121, 3110, 3900, 4180*

A student must be admitted to the Department of Communication. Declaration of a major begins the process of applying for admission but is not the same as admittance into the Department.

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 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(3)

For Music Therapy Majors Only: Completion of BIO 1101 (ND) (4 sh) and ES 2000 (5 sh) will fulfill the core curriculum science requirement.

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), 2515 (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)
_____ Geography 1010 or 1510, 1020 (MC) or 1515(MC), 1040 (MC); Planning 2410 (CD) or 2510
_____ Honors 1515* (CD, W*, S*, MC*, ND*, C*), 2515* (CD, W*, S*, MC*, ND*, C*), 3515* (CD, W*, S*, MC*, ND*, C*)
_____ Interdisciplinary Studies 1101*, 1103*; 1102*, 1104*; 2201*-2206* (W*, S*, MC*, CD*),
Note: Priority enrollment given to Watauga Residential College students
_____ Interdisciplinary Studies 2210 (W, MC, CD)
_____ Political Science 1000 (MC), 1100, 1200, 1201 (S), 2120 (MC), 2130, 2240 (MC)
_____ Psychology 1200
_____ Recreation Management 2400 (CD)
_____ Social Work 2020
_____ Sociology 1000, 1100, 1110, 2700, 2850 (W) (May take FCS 2103 or SOC 1110, but not both)
_____ Technology 2029 (W, MC, CD), 3601 (CD)
_____ Women's Studies 2421 (W, MC, CD)

***Required by 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 (counts as a HUM FA), 2410 (W, MC, CD) 2510 (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 (counts as a separate area; does not fulfill literature)
_____ Foreign Language 2010 (MC), 2025 (MC), 2510 (MC)
+ _____ French 1040 (MC), 1050 (MC), 1060 (MC), 3030 (W,MC), 3040 (W,MC)
+ _____ German 1040 (MC), 1050 (MC), 1060 (MC), 3015 (W, MC), 3025 (W, MC), 3050 (MC), 3055 (W, MC), 3550 (W, MC)
_____ Honors 1515 * (CD, W*, S*, MC*, ND*, C*), 2515* (CD, W*, S*, MC*, ND*, C*), 3515* (CD, W*, S*, MC*, ND*, C*)
_____ Interdisciplinary Studies 1101*, 1103*; 1102*, 1104*; 2201*-2206* (W*, S*, MC*, CD*),
Note: Priority enrollment given to Watauga Residential College students
_____ Interdisciplinary Studies 2210 (W, 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), 2019, 2020
Music majors only: 1611 (W, MC), 2611 (MC, CD), 2612 (W, MC, CD), 2613, 3611 (W, MC, CD)
_____ Philosophy 1000, 1040 (W), 1100, 2000, 2013 (W, MC, CD counts as a HUM FA), 2015 (W, MC, CD),
3013 (W, CD), 3600 (W)
_____ Religious Studies 1010 (MC), 1110 (MC), 2010 (W, MC), 2020 (W, MC), 2030 (MC), 2040 (MC), 2110 (W, MC), 2120 (W, MC),
2130 (MC), 2140 (W, MC), 2150 (W, MC)
_____ Russian 1040 (MC), 1050 (MC)
+ _____ Spanish 1040 (MC), 1050 (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)
_____ Women's Studies 2420 (W, MC, CD)

+Foreign Language Placement Exam Required before Enrollment

