

**Curriculum Map Template**  
**B.A. in Communication**  
**Advertising/Public Relations Option (42 hours)**  
**Catalog Year - 2008**

NOTE: If you are required to complete any developmental courses, you may not be able to complete the degree in four years. This curriculum map assumes that you have not transferred in any previously completed college level courses.

<b>FIRST YEAR COURSE SCHEDULE</b>							
✓	Fall Semester	Code	Credits	✓	Spring Semester	Code	Credits
	CMAP 166, Desktop Publishing,	*	3		CMJN 201, News Writing and Reporting		3
	COMM 110 History of Communication Media		3		CMAP 177, AD/PR Practicum*		1
	MSU 101		1		General Education	*	12 hrs
	General Education	*	9				
<b>Total Credit Hours</b>			<b>16</b>	<b>Total Credit Hours</b>			<b>16</b>

<b>SECOND YEAR COURSE SCHEDULE</b>							
✓	Fall Semester	Code	Credits	✓	Spring Semester	Code	Credits
	COMM 220, Introduction to Communication Theory		3		CMAP 382 Principles of Public Relations or CMAP 383 Principles of Advertising	P	3
	CMAP 277, AD/PR Practicum*		1		CMAP 366, Desktop Publishing II	U	3
	General Education, Minor Courses or Electives	*	12		CMAP 277, AD/PR Practicum*		1
					General Education, Minor Courses or Electives	*	9
<b>Total Credit Hours</b>			<b>16</b>	<b>Total Credit Hours</b>			<b>16</b>

THIRD YEAR COURSE SCHEDULE							
✓	Fall Semester	Code	Credits	✓	Spring Semester	Code	Credits
	CMAP 382, Principles of Public Relations or CMAP 383, Principles of Advertising	P	3		CMAP 384, Ad Copywriting	U	
	Choose One of the following courses: CMJN 492, Media Law and Ethics, CMEM 390, Electronic Media Web Layout and Design or CMAP 483, Advertising Design		3		CMAP 385 Public Relations Research and Techniques	U	
	Choose One of the following courses: CMSP 383, 385, 309, 367, 371, 401 405, COMM 320, 465						
	CMAP 377, AD/PR Practicum*	U	1		CMAP 377, AD/PR Practicum*	U	
	General Education, Minor Courses or Electives	*	6		General Education, Minor Courses or Electives	*	9
Total Credit Hours			16	Total Credit Hours			16

FOURTH YEAR COURSE SCHEDULE							
✓	Fall Semester	Code	Credits	✓	Spring Semester	Code	Credits
	CMAP Elective	U	3		CMAP 499c, Senior Seminar	U	3
	CMAP 483, Advertising Design or CMEM 390, Electronic Media Web Layout and Design		3		<b>CMAP 482, Public Relations Case Studies</b> , or CMAP 486, Advertising Campaign Strategy and Media Buying	U	3
	CMAP 477, AD/PR Practicum*	U	1		CMAP 477, AD/PR Practicum*	U	1
	General Education, Minor Courses or Electives	*	9		General Education, Minor Courses or Electives	*	9
Total Credit Hours			16	Total Credit Hours			16

\* These courses are not required ever semester. However, students are **REQUIRED** to complete one hour of practicum credit at **THREE** different levels. (100,200,300 or 400)

Courses in **BOLD** are only offered only in the **SPRING** Semester

Special Instruction: All Students are **REQUIRED** to provide evidence of successful completion of an internship. Students will be expected to provide this information when they are enrolled in **CMAP 499c**

Codes

- (\*) Denotes General Elective Courses. Students interested in a double major or a minor should use their General Elective Courses for that purpose.
- (P) Pre-Requisite Course
- (U) Upper Division Course
- (O) Option Course
- (G) General Education Course