



This four year guide is a recommended semester-by semester plan of study for this major. All four year guides are meant as examples of how a degree can be completed in four years. Individual plans will be developed for each student in consultation with the academic advisor. Prior credit, course availability, and student needs must be considered in developing the individual plan.

Shaded areas of guide require special attention.

Course Subject and Title	Credit Hours	Min. Grade	Major GPA	Important Notes
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Semester One: [15 Credit Hours]

COM 1200 Foundations of Human Communication	3	C	Yes	
ENG 1000 Expository Writing	3			
UCO 1200 First Year Seminar	3			
GEN ED: Perspective Course	3			
GEN ED: Perspective Course	3			

Semester Two: [16 Credit Hours]

COM 2101 Public Speaking	3	C	Yes	
GEN ED: Math Course	4			
GEN ED: Perspective Course	3			
GEN ED: Perspective Course	3			
GEN ED: Perspective Course	3			

Semester Three : [16 Credit Hours]

COM 3305 Communication Law	3		Yes	
ENG 2001 Intro Writing Across Discipline	3			
GEN ED: Perspective Course	3			
GEN ED: Science Inquiry Course	4			
Minor Course	3			

Semester Four: [16 Credit Hours]

COM 2700 Foundations of Advertising	3		Yes	
COM 3155 Persuasion	3		Yes	
GEN ED: Perspective Course	3			
GEN ED: Science Inquiry Course	4			
Minor Course	3			

Semester Five: [13 Credit Hours]

COM 3200 or IDS 3250	3		Yes	
Minor Course	3			
GEN ED: Wellness Literacy	1			
Free Elective	3			At least 2 SH must be outside of major discipline
Free Elective	3			



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Semester Six: [18 Credit Hours]
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COM 3928 Communication Research Methods	3		Yes	
COM Elective	3			
COM Elective	3		Yes	
Business or Creative Emphasis Course	3			
Business or Creative Emphasis Course	3			
Minor Course	3			

Semester Seven: [16 Credit Hours]
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COM 4040 International Advertising	3		Yes	
Business or Creative Emphasis Course	3		Yes	
Minor Course	3			
GEN ED: Wellness Literacy	1			
Free Elective	3			
Free Elective	3			

Semester Eight: [12 Credit Hours]
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COM 4250 Professional Ethics Adv	3		Yes	
COM 4400 Advertising Campaigns	3		Yes	CAPSTONE
Minor Course	3			
Free Elective	3			



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General Requirements Summary

Minimum Total Hours	Gen Ed. Hours	Writing	Minimum	
			Major GPA	Overall GPA
122	44	ENG 1000 and ENG 2001	2.0	2.0

General Education Program Model - 44 Semester Hours Total

Program Categories	Hours	Important Notes – <i>Be sure to check for Gen Ed courses required in your major</i>
First Year Seminar	3	Can be taken first or second semester of freshman year
Wellness Literacy	2	
Quantitative Literacy	4	
First Year Writing	3	Can be taken first or second semester of freshman year
Sophomore Writing	3	
Perspectives:	29	You must have two six hour themes, one nine hour theme, and have met the Fine Art, Historical Studies, and Literary Studies Designation
Aesthetic	6 or 9	
Historical & Social	6 or 9	
Local to Global	6 or 9	
Science Inquiry	8	