

Advertising PREREQUISITE FLOW CHART



MCOM 220 DIGITAL TOOLS

MCOM 214

MCOM **ELECTIVES** 6 CREDITS

MCOM ELECTIVE OPTIONS

MCOM

MCOM 310 Understanding Disability Through Mass Media MCOM 327 Evolution of American Journalism & Mass Media MCOM 352 Media Criticism MCOM 380 Podcastina MCOM 385 Mass Media and Society MCOM 420 Media & Health Communication MCOM 431 Public Opinion and the Press MCOM 479 Special Topics in Mass Communication

MCOM 494 Study Abroad in Mass Communication MCOM 496 Independent Study in Mass Communication

non-MCOM

COMM 304 Persuasion COMM 315 Business and Professional Communication EMF 221 Principles of Film and Media Production

IDFA 470 Special Topics in Arts, Media, and Communication

IDFA 471 Special Topics in Social Action

Only one non-MCOM course may count toward MCOM Major Electives

MCOM 360

LAW & ETHICS IN ADVERTISING AND **PUBLIC RELATIONS**

PICK 2:

MCOM 333 SOCIAL MEDIA & STRATEGIC COMMUNICATION

MCOM 371 MEDIA AUDIENCES & ANALYTICS

MCOM 415

MASS MEDIA GRAPHICS

MCOM 323

ADVERTISING MEDIA PLANNING

MCOM 325

ADVERTISING COPYWRITING **REQUIRES** MCOM 210 & MCOM 214

MCOM 390

MASS COMMUNICATION RESEARCH **REQUIRES** JUNIOR/SENIOR STANDING

TRACK ELECTIVES 6 CREDITS

CAPSTONE

MCOM 447 ADVERTISING CAMPAIGNS

TRACK ELECTIVE OPTIONS

Ad Focused

MCOM 330 Advertising Account Planning

PR Focused

MCOM 253 Principles of Public Relations MCOM 357 Public Relations Writing (Core 9)

MCOM 419 Corporate Communication

Management

MCOM 451 Public Relations for Non-Profit Organizations

MCOM 453 Strategic Public Relations Campaigns

Ad/PR Focused

MCOM 358 Editing for Media Writers MCOM 443 International Advertising

& Public Relations

MCOM 452 Media Relations

MCOM 460 Internship in Advertising

& Public Relations

MCOM 478 Special Topics in Advertising

& Public Relations