

## Lamar University Undergraduate Degree Requirements

<b>Name of Degree: BS Communication-advertising</b>	
<b>All students must satisfy provisions of the Texas Success Initiative program, which are listed elsewhere in this catalog. Developmental courses do not count in the GPA (except for determining full-time status and issues related to probation and suspension) and do not count toward graduation.</b>	
<b>I. Special Requirements within the Philosophy of Knowledge Core Curriculum and Physical Activity:</b>	Math: BUAL 3310—Business Analysis I Communication: COMM 1315—Public Speaking Social Science: PSYC 2301—Intro to Psychology (unless a transfer student)
<b>2. Required Courses for major</b>	COMM 1370—Intro to Communication Studies COMM 1307—Introduction to Mass Communication COMM 1373—Media Writing COMM 1318—Interpersonal Communication COMM 4340—Organizational Communication or COMM 4390 – Communication theory  Choose two of the following: COMM 2331—Broadcast Announcing COMM 2335—Argumentation & Critical Thinking COMM 2341—Performance Studies COMM 2373— Advanced Public Speaking COMM 3340—Interviewing COMM 3385—TV News Writing & Performing  Choose three of the following: COMM 3375—Film Theory COMM 4310—Communication Law & Ethics COMM 4340—Organizational Communication COMM 4383—Persuasion COMM 4390—Communication Theory COMM 3301—Intercultural Communication COMM 3370—Psychology of TV & Film

	<p>COMM 3378—Pop Culture Theory  COMM 4301— Rhetorical Theory &amp; Criticism  COMM4320—Nonverbal Communication</p> <p>Take all of the following:  ARTS 1311—Design I  ARTS 2331—Visual Design I OR  COMM 4396—Web Publishing  COMM 2371—Advertising Principles &amp;  Practices  COMM 3361—Desktop Publishing  MKTG 4360—Marketing Research  COMM 4380—Advertising Campaign  Strategies</p>
3. Free Electives	18 hours
4. Other requirements	ECON 1301 MKTG 3310 C or higher in all major courses
5. Minor	Not required
TOTAL number of required hours	120

5/2/2011