Strategic Communication

Advertising, Promotion& Public Relations Track

Adviser_____Name_____

REQUIRED COMMUNICATION COURSES in General Education	Cr	Major	Minor	Completed
COMM 205 Effective Communication	3	X		
COMM 211 Public Speaking & Rhetoric (or COMM 111, if transferred)	3	X		
COMM 113 Intro to Mass Communication	3		X	
REQUIRED COURSES for the major				
COMM 246 Interpersonal Communication Theory	3	X	X	
COMM 214 Media Writing	3	X	X	
COEM 175 Intro to Electronic Media	2	X	X	
COMM 496 Senior Seminar	1	X		
COMR 470 Capstone in Communication	1	X		
COMR 333 Advertising I	3	X	X	
COMR 352 Public Relations I	3	X	X	
COSC 231 Strategic Communication	3	X		
MRKT 239 Principles of Marketing	3	X		
COMM 345 Desktop Publishing	3	A	A	
COEM 232 Video Production				
COMD 355 Web Design I				
COMR 372 Social Media Communication	3	X		
COMD 325 Web Communication & Analysis	3	X		
COMR 443 Cases & Campaigns in Advertising/Public Relations*	3	X		
Adviser-approved electives from Communication or Marketing	6	X		
COMM 238 Mass Media Workshop	1	X	X	
COMR 363 Advertising Workshop	1	X	B	
COMB 348 TV & Radio Workshop	1	B		
COMD 358 Multimedia Workshop				
COMF 368 Film Workshop				
COMJ 317 College Newspaper Workshop	1	X		
Off-campus communication organization participation requirement	0	X		
		44	22	

X = required *A,B,C = choice (from same letter)*

*This course can be substituted by COMR 433 or 452.

All Communication majors are required to complete an off-campus communication organization participation, membership, trip, or event before graduation.

The Advertising/PR major must be taken as part of either a Bachelor of Arts program or Bachelor of Science. The student taking this major must also have a minor for graduation.

COMM 100 University Seminar is needed as part of the general education requirements.

The listing above only refers to those requirements related to the major required for graduation. The student must also complete all general education and other requirements assigned by Evangel University. The student hereby agrees that he or she is ultimately responsible for their own degree program. An academic adviser is assigned to the student for guidance in these matters, but the responsibility for meeting the requirements belongs to the student.

Student signature_____ Date_____