

Checksheet - Advertising

(Effective for students entering Fall 2004 or Spring 2005)

Name: _____ SS# _____

Advisor _____ Office # _____ Projected Grad Date: _____

| <u>Major Courses</u> | <u>Course #</u> | <u>Semester Completed</u> | <u>Grade</u> | <u>Non-Business Core</u> | <u>Course #</u> | <u>Semester Completed</u> | <u>Grade</u> |
|----------------------|-----------------|---------------------------|--------------|--------------------------|-----------------|---------------------------|--------------|
| Consumer Behavior | (MKT 320) | _____ | _____ | Expository Writing | (CMP 120) | _____ | _____ |
| Adv. Principles | (MKT 335) | _____ | _____ | Research Writing | (CMP 125) | _____ | _____ |
| Marketing Research | (MKT 366) | _____ | _____ | Prof & Str Speech | (COM 290) | _____ | _____ |
| Adv Copy/Layout | (MKT 410) | _____ | _____ | Macro Econ | (ECO 200) | _____ | _____ |
| Media Plng Styg | (MKT 420) | _____ | _____ | Micro Econ | (ECO 201) | _____ | _____ |
| Adv Campaigns | (MKT 435) | _____ | _____ | QMI | (MSD 105) | _____ | _____ |
| | | | | Stat I | (MSD 200) | _____ | _____ |
| | | | | Stat II | (MSD 201) | _____ | _____ |

Business Core

| | | | |
|---------------------|-----------|-------|-------|
| Intro Computing | (CIS 185) | _____ | _____ |
| Intro to Accounting | (ACC 210) | _____ | _____ |
| Mgrl Uses Acct | (ACC 220) | _____ | _____ |
| Fund of Management | (MGT 201) | _____ | _____ |
| Mktg Principles | (MKT 200) | _____ | _____ |
| Intro to Finance | (FIN 300) | _____ | _____ |
| Prod & Oper | (MSD 340) | _____ | _____ |
| Soc & Legal Env | (BUS 300) | _____ | _____ |
| Strat Management | (BUS 400) | _____ | _____ |
| Mgt Info Systems | (CIS 485) | _____ | _____ |

Science Choose two from of the following depts:
BIO, BPY, CHE, ENV, GEO, MAR, PHY

1. _____

2. _____

Humanities Choose two from the following depts:
ART, CMP, DAN, ENG, FRE, GER, ITA, LIT, MUS, PHL, RUS, SPA, THE

1. _____

2. _____

Social Science

1. Intro to Psych (PSY 100) _____

2. Publication Design (COM 212) _____

Liberal Arts Electives

| | | | |
|------------------|-----------|-------|-------|
| Mass Media Com | (COM 100) | _____ | _____ |
| Comm Ethics | (COM 302) | _____ | _____ |
| Public Relations | (COM 240) | _____ | _____ |

(Choose three from SCI, HUM, SOC SCI or MTH – except MTH 102 and MTH 105)

1. _____

2. _____

3. _____

Freshman Seminar (NCT 010) _____

Business Electives*

1. Int'l Elective _____

2. _____

Free Electives* (Choose BUS, LA or EDUC electives)

1. _____

2. _____

*Note: International Elective can come from Business Policy, Economics, Finance, Marketing or Management departments.