

Double Major Checksheet

Interactive Advertising/Marketing

(Effective for students entering Fall 2006 or Spring 2007)

Name: _____

Advisor _____

<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)	_____	_____	Intro to Computing	(CIS 185)	_____	_____
Advert Principles	(ADV 300)	_____	_____	Expository Writing	(CMP 120)	_____	_____
Marketing Research	(MKT 366)	_____	_____	Research Writing	(CMP 125)	_____	_____
Adv Copy & Layout	(ADV 311)	_____	_____	Prof & Str Speech	(COM 290)	_____	_____
Media Plan & Stgy	(ADV 315)	_____	_____	Macro Econ	(ECO 200)	_____	_____
Advert Campaigns	(ADV 435)	_____	_____	Micro Econ	(ECO 201)	_____	_____
Markt Mgmt Seminar	(MKT 460)	_____	_____	QMI	(MSD 105)	_____	_____
				Stat I	(MSD 200)	_____	_____
				Stat II	(MSD 201)	_____	_____
<i>Choose one from :</i>				Science	Choose two from of the following depts: BIO, BPY, CHE, ENV, GEO, MAR, PHY		
International Mktg or	(MKT 330)	_____	_____	1. Intro to Psych	(PSY 100)	_____	_____
International Advtg	(ADV 369)	_____	_____	2. _____		_____	_____
<u>Advertising/</u>				Humanities	Choose two from the following depts: ART, CHI, CMP, DAN, ENG, FRE, GER, ITA, LIT, MUS, PHL, RUS, SPA, THE		
<u>Marketing Elec</u>				1. _____	_____	_____	_____
1. _____	()	_____	_____	2. _____	_____	_____	_____
				Social Science			
<u>Business Core</u>	<u>Course #</u>	<u>Semester Completed</u>	<u>Grade</u>	Publication Design	(COM 212)	_____	_____
Intro to Accounting	(ACC 210)	_____	_____	Multimedia I	(COM 261)	_____	_____
Mgrl Uses of Acct	(ACC 220)	_____	_____				
Fund of Management	(MGT 201)	_____	_____	Liberal Arts Electives			
Marketing Principles	(MKT 200)	_____	_____	Adv. Publ. Design	(COM 360)	_____	_____
Intro to Finance	(FIN 300)	_____	_____	Multimedia II	(COM 364)	_____	_____
Prod & Operations	(MSD 340)	_____	_____	Intro to Programming	(CIS 200)	_____	_____
Soc. & Legal Environ	(BUS 300)	_____	_____				
Strat Management	(BUS 400)	_____	_____	<i>(Choose two from SCI, HUM, SOC SCI or MTH - except MTH 102 and MTH 105)</i>			
Mgmt Info Systems	(CIS 485)	_____	_____	1. _____	_____	_____	_____
				2. _____	_____	_____	_____
<u>Free Elective</u>							
1. Electro Commerce	(CIS 340)	_____	_____	Freshman Seminar	(NCT 010)	_____	_____
2. _____	_____	_____	_____				

Independent Research and Study (ADV 490 & MKT 490) and Internships (ADV 491 & MKT 491) can count as Free Electives, but not as ADV or MKT electives.