Double Major Checksheet  
Advertising (general)/Marketing  
(Effective for students entering Fall 2009 or Spring 2010)

Name: ___________________________ ID# __________________

Advisor ____________________________

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Course #</th>
<th>Semester Completed</th>
<th>Grade</th>
<th>Non-Business Core</th>
<th>Course #</th>
<th>Semester Completed</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Consumer Behavior</td>
<td>(MKT 320)</td>
<td>________</td>
<td>_____</td>
<td>Info Sys Essentials</td>
<td>(CIS 185)</td>
<td>________</td>
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<td>Advert Principles</td>
<td>(ADV 300)</td>
<td>________</td>
<td>_____</td>
<td>Expository Writing</td>
<td>(CMP 120)</td>
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<td>Marketing Research</td>
<td>(MKT 366)</td>
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<td>Research Writing</td>
<td>(CMP 125)</td>
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<td>Adv Copy &amp; Layout</td>
<td>(ADV 311)</td>
<td>________</td>
<td>_____</td>
<td>Prof &amp; Str Speech</td>
<td>(COM 290)</td>
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<td>Media Plan &amp; Sigy</td>
<td>(ADV 315)</td>
<td>________</td>
<td>_____</td>
<td>Macro Econ</td>
<td>(ECO 200)</td>
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<td>Advert Campaigns</td>
<td>(ADV 435)</td>
<td>________</td>
<td>_____</td>
<td>Micro Econ</td>
<td>(ECO 201)</td>
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<td>Markt Mgmt Seminar</td>
<td>(MKT 460)</td>
<td>________</td>
<td>_____</td>
<td>QMI</td>
<td>(MSD 105)</td>
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<td>Stat I</td>
<td>(MSD 200)</td>
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<td>Stat II</td>
<td>(MSD 201)</td>
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Choose one from:
- International Mktg or Marketing (MKT 330)
- International Advtg (ADV 369)

Advertising/Marketing Elective:

1. ____________________ ( )
2. ____________________ ( )

Science:

Choose two from the following depts:
- BIO, BPY, CHE, ENV, GEO, MAR, PHY, PSY

1. Intro to Psych
2. ____________________ ________ ________

Humanities:

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

1. ____________________ ________ ________
2. ____________________ ________ ________

Social Science:

- Mass Media Comm (COM 105)
- Publication Design (COM 212)

Liberal Arts Electives:

- Public Relations (COM 240)
- Adv. Publ. Design (COM 360)

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

Free Elective (Choose BUS, LA or EDU elective)

1. ____________________ ________ ________
2. ____________________ ________ ________

Freshman Seminar (NCT 010)

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.