double major checksheet

advertising (general)/marketing

(Effective for students entering Fall 2006 or Spring 2007)

name: ______________________________________

advisor_________________________

<table>
<thead>
<tr>
<th>Major Courses</th>
<th>Course #</th>
<th>Semester Completed</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer Behavior</td>
<td>MKT 320</td>
<td>_______</td>
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<tr>
<td>Advert Principles</td>
<td>ADV 300</td>
<td>_______</td>
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<tr>
<td>Marketing Research</td>
<td>MKT 366</td>
<td>_______</td>
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<tr>
<td>Adv Copy &amp; Layout</td>
<td>ADV 311</td>
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<td>Media Plan &amp; Sigy</td>
<td>ADV 315</td>
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<td>Advert Campaigns</td>
<td>ADV 435</td>
<td>_______</td>
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<tr>
<td>Markt Mgmt Seminar</td>
<td>MKT 460</td>
<td>_______</td>
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<tr>
<td>Intro to Computing</td>
<td>(CIS 185)</td>
<td>_______</td>
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<tr>
<td>Expository Writing</td>
<td>(CMP 120)</td>
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<td>Research Writing</td>
<td>(CMP 125)</td>
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<td>Prof &amp; Str Speech</td>
<td>(COM 290)</td>
<td>_______</td>
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<tr>
<td>Macro Econ</td>
<td>(ECO 200)</td>
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<tr>
<td>Micro Econ</td>
<td>(ECO 201)</td>
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<tr>
<td>QMI</td>
<td>(MSD 105)</td>
<td>_______</td>
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<td>Stat I</td>
<td>(MSD 200)</td>
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<tr>
<td>Stat II</td>
<td>(MSD 201)</td>
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<tr>
<td>International Mkts</td>
<td>MKT 330</td>
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<td>ADV 369</td>
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<td>Advert/Marketing Elec</td>
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<tr>
<td>2._________________________</td>
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<tr>
<td>Science</td>
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<tr>
<td>1.Intro to Psych</td>
<td>(PSY 100)</td>
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<td>2._________________________</td>
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<td>Humanities</td>
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<td>Mass Media Comm</td>
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<tr>
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<td>Choose two from:</td>
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<tr>
<td>Business Core</td>
<td>Course #</td>
<td>Semester Completed</td>
<td>Grade</td>
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<td>Mgrl Uses of Acct</td>
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<td>Fund of Management</td>
<td>MGT 201</td>
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<td>Intro to Finance</td>
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<td>Prod &amp; Operations</td>
<td>MSD 340</td>
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<td>Soc. &amp; Legal Environ</td>
<td>BUS 300</td>
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<td>3._________________________</td>
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<tr>
<td>Free Elective (Choose BUS, LA or EDU elective)</td>
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<tr>
<td>Freshman Seminar</td>
<td>NCT 010</td>
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</table>

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.