

ACTC SOJMC 2+2

Advertising Major

Marketing Minor

YEAR ONE					
Fall			Spring		
	<i>MU Equal.</i>			<i>MU Equal.</i>	
CIS 100 Intro to Computers	CIS 101	3	ECO 101 Contemp. Econ. Issues	ECN 200	3
ENG 101 Writing I	ENG 101	3	ENG 102 Writing II	ENG 102	3
HIS 108 US His. Before 1865	HST 230	3	BA 155 Personal Selling	MKT 231	3
MT 150 Math	MTH 130	3	ART 100, MUS 100, TA 101	FINE ARTS	3
COM 181 Basic Public Speaking	CMM 103	3	ST 290 Statistics	PSY 223	3
GE 100 Introduction to College		1			
Total Hours		16	Total Hours		15
YEAR TWO					
Fall			Spring		
	<i>MU Equal.</i>			<i>MU Equal.</i>	
BA 291 Retail Management	MKT 344	3	BA 282 Principles of Marketing	MKT 340	3
HIS 109 US His. After 1865	HST 231	3	PHI 100 or PHI 130	PHL 201	3
PY 110 General Psychology	PSY 201	3	SOC 101 Intro to Sociology (M)	SOC 200	3
Science with lab	NAT SCI	4	Science with lab	NAT SCI	4
SPA 101 Elementary Spanish I	SPN 101	4	SPA 102 Elementary Spanish II	SPN 102	4
Total Hours		17	Total Hours		17
ASSOCIATES DEGREE CONFERRED ACTC					
YEAR THREE					
Fall			Spring		
JMC 101 Media Literacy		3	JMC 245 Fundamentals of Advertising		3
JMC 102 Information Gathering		3	JMC 221 Copy and Continuity		3
JMC 241 Graphics		3	PSC 307 Public Opinion and Propaganda		3
MKT 3/400 MINOR		3	SPN 204 Spanish IV		3
SPN 203 Spanish III		3	LITERATURE 3/400		3
LITERATURE 3/400		3	UPPER DIVISION ELECTIVE		3
Total Hours		18	Total Hours		18
SUMMER JMC 490 Internship		3			
YEAR FOUR					
Fall			Spring		
JMC 415 Advertising Strategy		3	JMC 402 Law of Mass Comm		3
JMC 440 Mass Comm Ethics		3	JMC 436 International Comm (I)		3
JCM 383 Ad Layout and Design		3	JMC 385 Advertising Media Planning		3
JMC 408 Advertising Research		3	JMC 425 Advertising Campaigns		3
INTEGRATED SCIENCE		4	MKT 371 International Marketing (I)		3
			UPPER DIVISION ELECTIVE		3
Total Hours		16	Total Hours		18
138					
MARKETING AT MARSHALL MUST BE UPPER DIVISION AND AT LEAST ONE OF THEM MUST BE INTERNATIONAL					
ONE OF JMC 102 OR LITERATURE OR MARKETING MUST BE WRITING INTENSIVE					
RECOMMEND TAKING JMC 241, HISTORY OR LITERATURE COURSES SUMMER AFTER ASSOCIATES CONFERRED TO REDUCE COURSE LOADS					