

**ADVISING SHEET
 COMMUNICATIONS MEDIA – IUP
 Media Marketing Track-MDMK**

NAME: _____ BANNER ID#: _____ ADVISOR: _____

COMMUNICATIONS MEDIA (44 Credits)

CORE COURSES (17 Credits)

<u>COURSE</u>	<u>CREDIT</u>	<u>GRADE</u>
COMM 101 Intro. Comm. Media & Culture	3	_____
COMM 150 Media Aesthetics	3	_____
COMM 395 Career Planning (Required for COMM 475 & 493)	1	_____
COMM 475 Sr. Portfolio Presentation	1	_____
COMM 493 Internship (Summers only)	9	_____

COMM WRITING INTENSIVE (3 Credits)

COMM 315 Persuasive Media Writing	3	_____
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MEDIA MARKETING COURSES (12 Credits)

COMM 205 Making Presentations with Media or		
COMM 261 Teamwork and Comm. Skills	3	_____
COMM 401 Media Prog. and Promotion	3	_____
COMM 470 Media Mngt. And Sales	3	_____
COMM 477 Freelancing & Entrepreneur.	3	_____

COMM PRODUCTION COURSES (6 Credits)

_____	3	_____
_____	3	_____

COMM CONTROLLED ELECTIVES (6 credits)

_____	3	_____
_____	3	_____

MARKETING REQUIREMENTS (12 Credits)

MKTG 320 Principles of Marketing	3	_____
MKTG 433 Advertising	3	_____
MKTG 439 Internet Marketing	3	_____
MKTG 445 Social Media Marketing	3	_____

OTHER REQUIREMENTS (9 Credits)

Courses outside COMM, advisor approved

_____	3	_____
_____	3	_____
_____	3	_____

FREE ELECTIVES

As needed to reach 120 credits. May include additional COMM courses.

_____	_____
_____	_____
_____	_____
_____	_____

LIBERAL STUDIES (46-47 Credits)

Liberal Studies Requirements for Graduation are listed in the Undergraduate Catalog <http://www.iup.edu/registrar/catalog/>

LEARNING SKILLS (9 or 10 Credits)

<u>COURSE</u>	<u>CREDIT</u>	<u>GRADE</u>
ENGL 101 Composition I	3	_____
ENGL 202 Composition II (Sophomore standing needed)	3	_____
Mathematics _____ (MATH 101 or greater)*	3 / 4	_____

HUMANITIES (9 Credits)

HIST 196, 197, or 198 (& Prev. 195)	3	_____
ENGL 121 Humanities: Literature	3	_____
PHIL (Philosophy) or RLST (Religious Studies):		
_____	3	_____

SOCIAL SCIENCE (9 Credits)

PSYC 101 General Psychology	3	_____
_____	3	_____
_____	3	_____

FINE ARTS (3 Credits)

_____	3	_____
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DIMENSIONS OF WELLNESS (3 or 4 Credits)

Any approved LS course with #143 or	3	_____
MLSC 101 Introduction to Military Sci.	2	_____
MLSC 102 Fundamentals to Military Sci.	2	_____

NATURAL SCIENCE (7 or 8 Credits)

(See LS Requirements for Science Options I or II)*

_____ (w/lab)	4	} I	_____
_____ (w/lab)	4		_____
_____	3	} II	_____
_____	3		_____

LS ELECTIVES (6 Credits)

COSC/IFMG 101 (Recommended in first year)		
Computer Literacy	3	_____
ECON 122 Principles of Microeconomics	3	_____

✓CHECK WHEN COMPLETED

- ___ Completed ONE Writing Intensive course in COMM
 COMM Course _____
- ___ Completed a second Writing Intensive course
 (in COMM or in another department)
 Course _____
- ___ Completed ONE Global and Multi-Cultural course
 Course _____

*Does not include courses required for other majors
 (ex. Math 151, 152, Geos 111/112, 113/114)

Courses numbered below 100 do not count toward graduation
 (ex. DVST 070, DVST 095)

Students are limited to 6 D/F repeats during their undergraduate studies with full grade replacement.