

ORAL ROBERTS UNIVERSITY  
 DEGREE: **BACHELOR OF SCIENCE**  
 MAJOR: **MEDIA**  
 CONCENTRATION: **ADVERTISING**

DEGREE PLAN SHEET 2011-2012  
**Communication, Arts and Media**  
 Department: CAM

TOTAL HOURS REQUIRED 128  
 Hours in general education 55  
 Hours in major 31  
 Hours in cognate 19  
 Hours in electives 23

Name \_\_\_\_\_  
 Z# \_\_\_\_\_ Email \_\_\_\_\_  
 Telephone \_\_\_\_\_ Date \_\_\_\_\_  
 Advisor \_\_\_\_\_ Advisor Contact Info \_\_\_\_\_

SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS	SEMESTER TAKEN	COURSE CODE	COURSE TITLE	CREDIT HOURS
<b>FRESHMAN Semester 1</b>				<b>FRESHMAN Semester 2</b>			
_____	THE 103	Spirit-Empowered Living	3	_____	COM 101	Oral Communication	3
_____	MMC 105	Media and Pop Culture	3	_____	MAT _____	Mathematics*	3
_____	COMP 102	Reading & Writing in Liberal Arts	3	_____	HUM _____	222, 233, 244, 301 OR 333	3
_____	HUM 101	Humanitas	3	_____	JRN 107	Newswriting I	3
_____	ART 101	Fundamentals of Art I	3	_____	JRN 108	Newswriting I Lab	1
_____	HPER 001	Health Fitness I	1	_____	HIS 101	U.S. History	3
_____	GEN 099	Whole Person Assessment	0	_____	HPER 002	Health Fitness II	1
			<u>16</u>	_____	PRE 70	Swimming Proficiency	0
							<u>17</u>

\*Choose: MAT 151, 201 or 232.

<b>SOPHOMORE Semester 3</b>				<b>SOPHOMORE Semester 4</b>			
_____	BLIT 110	Survey of Old Testament Literature	3	_____	BLIT 120	Survey of New Testament Literature	3
_____	ART _____	ART 103 OR 104	3	_____	JRN 205	Writing for the Media	3
_____	_____	Laboratory Science	4	_____	HUM _____	Humanities Elective***	3
_____	ART 218	Graphic Design 1	3	_____	ADV 221	Branding & Promotions	3
_____	INT 201	Intro to Interactive Media	3	_____	GOV 101	American Government	3
_____	HPER 026	Swimming**	0.5	_____	ADV 211	Media Workshop: Advertising****	1
			<u>16.5</u>	_____	HPER _____	HPER Activity	0.5
							<u>16.5</u>

\*\* May replace with HPER activity if Swimming Proficiency is passed.

\*\*\* Choose: HUM 222, 233, 244, 250, 255, 260, 270, 301, 333, ART 103, ART 104, MUS 300, DRAM 215 OR COMP 101.

\*\*\*\* Media Workshop may be taken an additional five (5) hours as elective credit.

<b>JUNIOR Semester 5</b>				<b>JUNIOR Semester 6</b>			
_____	COMP 303	Critical Reading & Writing	3	_____	CAM 451	Communications Internship**	3
_____	_____	Social Sciences Elective*	3	_____	MKT 333	Consumer Behavior	3
_____	JRN 321	Media Law & Ethics	3	_____	_____	Production Elective ***	3
_____	ADV 320	Communications Research	3	_____	_____	Laboratory Science	4
_____	_____	Elective	3	_____	_____	Elective	3
_____	HPER _____	HPER Activity	0.5	_____	HPER _____	HPER Activity	0.5
			<u>15.5</u>				<u>16.5</u>

\* Choose: PSY 201, MUS 208, SWK 202, SOC 101, SOC 201, SOC 323, BUS 201 and FIN 244.

\*\* Communications Internship may be taken an additional three (3) hours as elective credit.

\*\*\* Choose: TVF 332 Field Production and Editing OR ART 365 Digital Photography.

<b>SENIOR Semester 7</b>				<b>SENIOR Semester 8</b>			
_____	MMC 499	Senior Research Project	3	_____	ADV 421	Media Buying & Selling	3
_____	COM _____	Communication Elective*	3	_____	MMC 489	Campaign Strategies	3
_____	_____	Elective	3	_____	_____	Elective	3
_____	_____	Elective	3	_____	_____	Elective	3
_____	_____	Elective	3	_____	_____	Elective	2
_____	HPER _____	HPER Activity	0.5	_____	HPER _____	HPER Activity	0.5
			<u>15.5</u>				<u>14.5</u>

\* Choose: COM 302, 309 or 342.

**BACHELOR OF SCIENCE DEGREE: MEDIA 2011-2012  
CONCENTRATION: ADVERTISING**

**GENERAL EDUCATION COURSE WORK--55 Hours**

___ Whole Person Assessment GEN 099 (0)	___ Mathematics 151, 201 or 232 (3)	___ U.S. History 101 (3)
___ Composition 102, 303 (6)	___ Biblical Literature 110, 120 (6)	___ American Government 101 (3)
___ Humanitas 101 (3)	___ Theology 103 (3)	___ Oral Communication 101 (3)
___ Humanities 222, 233, 244, 301, OR 333 (3)	___ Social Sciences Elective (3)	___ Health Fitness I** (1)
___ Humanities Elective* (3)	___ Laboratory Science (4)	___ Health Fitness II** (1)
___ Art 103 OR Art 104 (3)	___ Laboratory Science (4)	___ Swimming Course/Proficiency

\* CHOOSE ONE: HUM 222, 233, 244, 250, 255, 260, 270, 301, 333, ART 103, ART 104, MUS 300, DRAM 215 OR COMP 101.

\*\* EXCEPT WHEN TAKING HPER I AND II, FULL-TIME STUDENTS MUST TAKE AN HPER ACTIVITY COURSE EVERY SEMESTER--(SIX .5 COURSES PLUS HPER I AND II).

**MEDIA MAJOR COURSE WORK--31 Hours**

Semester	Course Code	Hours	Offered	Course Title	Course Prerequisite
1	___ MMC 104	3	F	Media and Pop Culture	Must take first fall semester
2 - 3	___ JRN 107	3	F, S	Newswriting I	Taken with JRN 108
2 - 3	___ JRN 108	1	F, S	Newswriting I Lab	Taken with JRN 107
4	___ ADV 221	3	S	Branding and Promotions	
5 - 8	___ CAM 451	3	F, S, SU	Communications Internship	Instructor & Advisor Approval
7 or 8	___ MMC 489	3	F, S	Campaign Strategies	Senior Standing
7 or 8	___ MMC 499	3	F, S, SU	Senior Research Project	Senior Standing
3 or 5	___ ADV 320	3	F	Communications Research	
4	___ JRN 205	3	F, S	Writing for the Media	JRN 107/108
5 or 6	___ JRN 321	3	F, S	Media Law and Ethics	JRN 107/108
Choose one course from the following (3 hours):					
5 - 8	___ COM 302 OR	3	F, S	Advanced Public Speaking	COM 101
5 - 8	___ COM 309 OR	3	F, S	Argumentation and Persuasion	COM 101
5 - 8	___ COM 342	3	F, S	Communication Theory	COM 101

**ADVERTISING COGNATE COURSE WORK--19 Hours**

Semester	Course Code	Hours	Offered	Course Title	Course Prerequisite
1	___ ART 101	3	F	Fundamentals of Art I	
2	___ ART 218	3	F	Graphic Design I	ART 101
3 - 8	___ INT 201	3	F, S	Introduction to Interactive Media	ART 101, 218
6	___ MKT 333	3	S	Consumer Behavior	ADV 221 or MKT 121
8	___ ADV 421	3	S	Media Buying and Selling	ADV 221; JR/SR Standing
3 - 8	___ ADV 211	1	F, S	Media Workshop: Advertising	
(May take additional workshops for elective credit)					
Choose one course from the following (3 hours):					
3 - 8	___ ART 365	3	F, S	Digital Photography	
4	___ TVF 332	3	S	Field Production and Editing	

55 General Education Hours--Minimum  
31 Media Major Hours  
19 Advertising Cognate Hours  
23 Elective Hours

Legend: F = Fall; S = Spring; SU = Summer;  
check individual departments and schools  
for F, S, SU course scheduling.

128 Total