

Advertising, Public Relations and Marketing Communications, B.S.

Note: This is a sample plan. Many students will choose to study abroad* and course availability will affect when courses are taken. Most courses can be taken in either the Fall or Spring and flexibility is essential when completing your degree.

MUST EARN 30 CREDITS PER YEAR

<u>Semester 1</u> ICC (CA, SC, HM, DV) <u>OR</u> WRTG 10600- Academic Writing 4 cr. ICSM- Ithaca Seminar 4 cr. STCM 10300- Intro to Strategic Communication 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Total Credits 16	<u>Semester 2</u> ICC (CA, SC, HM, DV) <u>OR</u> WRTG 10600- Academic Writing 4 cr. STCM 11100- Presentation and Graphic Design 4 cr. ICC (CA, SC, HM, DV) 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Total Credits 16
<u>Semester 3</u> STCM 24100- Advertising, Promo & Brand Exp. <u>OR</u> STCM 23200- Public Relations- Theory & Practice 4 cr. Choose one (STCM 28800 or PSYC 20700 or MATH 14400) <u>OR</u> Any Course 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Total Credits 16	<u>Semester 4</u> STCM 24100- Advertising, Promo & Brand Exp. <u>OR</u> STCM 23200- Public Relations- Theory & Practice 4 cr. Choose one (STCM 28800 or PSYC 20700 or MATH 14400) <u>OR</u> Any Course 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. Total Credits 16
<u>Semester 5</u> STCM 30900- Media Planning <u>OR</u> TVR 31200- Media Law 4 cr. MKTG 31200- Principles of Marketing 4 cr. STCM 33200- Writing for Public Relat. <u>OR</u> STCM 33000- Ad Copy & Art Direction 4 cr. Any Liberal Arts Course (LA Attribute) 4 cr. <i>STCM 33200- Writing for Public Relat. is ICC-WI</i> Total Credits 16	<u>Semester 6</u> STCM 30900- Media Planning <u>OR</u> TVR 31200- Media Law 4 cr. STCM 33200- Writing for Public Relat. <u>OR</u> STCM 33000- Ad Copy & Art Direction 4 cr. Program Electives** 4 cr. Any Course as long as all other requirements met 4 cr. <i>Note: STCM 36600 is an ICC-DV course.</i> Total Credits 16
<u>Semester 7</u> Program Electives** 4 cr. Program Electives** 4 cr. Any Course <u>OR</u> IMC Capstone¹ (STCM 44000, 43000) 4 cr. Any Course as long as all other requirements met 4 cr. ¹ Capstones are taught in Fall or Spring- check catalog or with advisor for more info. Total Credits 16	<u>Semester 8</u> Program Electives** 3-4 cr. Any Course <u>OR</u> IMC Capstone¹ (STCM 42000, 44100, 43400) 4 cr. GCOM 43000- Connecting the Dots (Can be taken Fall or Spring senior year) 1 cr. Any Course as long as all other requirements met 4 cr. Any Course as long as all other requirements met 3-4 cr. Total Credits 15-16

*If planning to study abroad one or more semesters, please consider what courses can be taken in those areas and re-arrange your academic plan accordingly.

** Program Electives (each course varies 2-4 credits)- STCM 30100, MKTG 32300, MKTG 32500, STCM 36600, MKTG 38000, MKTG 41100, MKTG 41200, MKTG 49100, MKTG 49700, MKTG 49701