

## 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

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

\*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