

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>	<u>Semester 2</u>
ICC (CA, SC, HM, DV**) OR WRTG 10600- Academic Writing 4 cr.	ICC (CA, SC, HM, DV**) OR WRTG 10600- Academic Writing 4 cr.
ICSM- Ithaca Seminar 4 cr.	STCM 11100- Presentation and Graphic Design 4 cr.
STCM 10300- Intro to Strategic Communication 4 cr.	ICC (CA, SC, HM, DV**) 4 cr.
Any Liberal Arts Course (LA Attribute) 4 cr.	Any Liberal Arts Course (LA Attribute) 4 cr.
Total Credits 16	Total Credits 16
<u>Semester 3</u>	<u>Semester 4</u>
STCM 24100- Advertising, Promo & Brand Exp. OR STCM 23200- Public Relations- Theory & Practice 4 cr.	STCM 24100- Advertising, Promo & Brand Exp. OR STCM 23200- Public Relations- Theory & Practice 4 cr.
STCM 28800- Research & Stats in STCM OR Any Public Relations or Advertising Elective 4 cr.	STCM 28800- Research & Stats in STCM OR Any Public Relations or Advertising Elective 4 cr.
ICC (CA, SC, HM, DV**) 4 cr.	ICC (CA, SC, HM, DV**) 4 cr.
Any Liberal Arts Course (LA Attribute) 4 cr.	Any Liberal Arts Course (LA Attribute) 4 cr.
Total Credits 16	Total Credits 16
<u>Semester 5</u>	<u>Semester 6</u>
STCM 30900- Media Planning OR Any Public Relations or Advertising Elective 4 cr.	STCM 30900- Media Planning OR Any Public Relations or Advertising Elective 4 cr.
MKTG 31200- Principles of Marketing 4 cr.	Any Public Relations, Advertising or Marketing Elective 4 cr.
Any Public Relations or Advertising Elective 4 cr.	Any Course as long as all other requirements met 4 cr.
ICC (CA, SC, HM, DV**, WI**) 4 cr.	Any Course as long as all other requirements met 4 cr.
Total Credits 16	<i>Note: STCM 36600 is an ICC-DV course.</i> Total Credits 16
<u>Semester 7</u>	<u>Semester 8</u>
Any Public Relations, Advertising or Marketing Elective OR Advanced Lab 4 cr.	Any Public Relations, Advertising or Marketing Elective OR Advanced Lab 3-4 cr.
Any Public Relations, Advertising or Marketing Elective 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 4 cr.
Any Course as long as all other requirements met 4 cr.	Any Course as long as all other requirements met 4 cr.
¹ <i>Capstones are taught in Fall or Spring- check catalog or with advisor for more info.</i> Total Credits 16	Total Credits 12-13

**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.*

***STCM 33200- Writing for Public Relations is ICC-WI and STCM 36600 is an ICC-DV course.*