# BA in Media Advertising

## Degree Plan

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minor Required</td>
<td>This program requires the selection of a minor.</td>
<td>18</td>
</tr>
</tbody>
</table>

### University Core Curriculum

Complete the University Core Curriculum requirements. (p. 2)

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>42</td>
</tr>
</tbody>
</table>

### Media Advertising Major

#### Required Courses:

- COMM 1370  Intro To Communication Studies 3
- COMM 2330  Principles of Advertising 3
- COMM 3332  Ad Design, Graphics & Layout 3
- COMM 3333  Creative Strategy/Copywriting 3
- COMM 3338  Integrated Marketing Comm 3
- COMM 3371  Communication Theory/Analysis 3
- COMM 4330  Media Planning & Buying 3
- COMM 4335  Advertising Campaigns 3
- COMM 4372  Methods of Research in Comm 3

#### Additional Major Electives:

Select an additional nine hours of COMM, with at least six being upper division

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
</tr>
</tbody>
</table>

### Open Electives

Select additional hours to complete a total of one hundred twenty hours

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
</tr>
</tbody>
</table>

### Foreign Language

Select six credit of Foreign Language. All six credits must be in the same language sequence. 1

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
</tr>
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</table>

### Block Electives

Complete twelve upper-division hours from the blocks below, with three to six hours in each (p. 6)

<table>
<thead>
<tr>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
</tr>
</tbody>
</table>

1 French and Spanish majors must fulfill this requirement in a language other than their major.

### Total Hours

<table>
<thead>
<tr>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>120</td>
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</table>

## COMM Electives

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM Electives</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM 1370  Intro To Communication Studies</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2310  Basic Multimedia Writing</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2330  Principles of Advertising</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2344  Digital Video and Audio Prod</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2350  Interpersonal Communication</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2352  Persuasion &amp; Social Influence</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2372  Mass Media and Society</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 2373  Intermediate Multimedia Writng</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3313  News Gathering &amp; Investigation</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3316  Digital Photography</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3320  Writing for PR &amp; Corp Comm</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3321  Public Relations</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3322  Communication and Conflict</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3323  Comm &amp; Org Leadership</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3336  International Advertising</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3338  Integrated Marketing Comm</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3339  Consumer Psych &amp; Advertising</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>COMM 3340  New Media Advertising</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>
COMM 3344 Media Programming for Radio/TV 3
COMM 3353 Intercultural Communication 3
COMM 3355 Organizational Communication 3
COMM 3357 New Communication Technologies 3
COMM 3371 Communication Theory/Analysis 3
COMM 4300 Communication Internship 3
COMM 4312 Feature Writing 3
COMM 4313 SR Capst: Digital News Bureau 3
COMM 4323 Case Studies -Public Relations 3
COMM 4330 Media Planning & Buying 3
COMM 4331 Ad Sales and Management 3
COMM 4341 Media Announcing & Performance 3
COMM 4350 Selected Topics 3
COMM 4352 Contemporary Rhetoric 3
COMM 4360 Environmental Communication 3
COMM 4361 Environmental Conflict & Comm 3
COMM 4362 Gender and Communication 3
COMM 4363 Political Communication 3
COMM 4364 Communicating Positive Devian 3
COMM 4365 Comm Healthy Communities 3
COMM 4366 Communication of Public Herit 3
COMM 4368 Borderlands Communication 3
COMM 4371 Communication Law and Society 3
COMM 4372 Methods of Research in Comm 3

University Core Curriculum

NOTE: The department may make specific suggestions for courses which are most applicable towards your major.

Psychology and Criminal Justice majors and minors are required to take MATH 1320 Math for Social Sciences I or a higher level Calculus course.

Business majors are required to take MATH 1320 Math for Social Sciences I or a higher level Calculus course.

NOTE: All courses require a C or better

Communication (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The objective of the communication component is to enable the student to communicate effectively in clear and correct prose or orally in a style appropriate to the subject, occasion, and audience. Select six hours of the following: 6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>For students whose secondary education was in English:</td>
<td></td>
</tr>
<tr>
<td>COMM 1611</td>
<td>Written and Oral Communication</td>
<td></td>
</tr>
<tr>
<td>ENGL 1313</td>
<td>Writing About Literature</td>
<td></td>
</tr>
<tr>
<td>RWS 1301</td>
<td>Rhetoric &amp; Composition I</td>
<td></td>
</tr>
<tr>
<td>RWS 1302</td>
<td>Rhetoric &amp; Composition 2</td>
<td></td>
</tr>
<tr>
<td>RWS 1601</td>
<td>Rhetoric, Composition &amp; Comm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>For students whose secondary education was not in English:</td>
<td></td>
</tr>
<tr>
<td>ESOL 1311</td>
<td>Expos Engl Compos-Spkr Esl 3</td>
<td></td>
</tr>
<tr>
<td>ESOL 1312</td>
<td>Res &amp; Crit Writing Spkr Esl 3</td>
<td></td>
</tr>
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</table>

Total Hours 12

American History (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The objectives of the history component are to expand students’ knowledge of the origin and history of the U.S., their comprehension of the past and current role of the U.S. in the world, and their ability to critically evaluate and analyze historical evidence. U.S. history courses (three hours must be Texas history) include:</td>
<td></td>
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<tr>
<td></td>
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<td></td>
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</tbody>
</table>
BA in Media Advertising

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>HIST 1301</td>
<td>History of U.S. to 1865</td>
<td>3</td>
</tr>
<tr>
<td>HIST 1302</td>
<td>History of U.S. Since 1865</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>6</strong></td>
</tr>
</tbody>
</table>

**Language, Philosophy & Culture  (three hours)**

The objective of the humanities component is to expand students' knowledge of the human condition and human cultures, especially in relation to behaviors, ideas, and values expressed in works of human imagination and thought. Through study in disciplines such as literature and philosophy, students engage in critical analysis and develop an appreciation of the humanities as fundamental to the health and survival of any society.

Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHIC 2302</td>
<td>Latina/o Presence in the U.S.</td>
</tr>
<tr>
<td>ENGL 2311</td>
<td>English Literature</td>
</tr>
<tr>
<td>ENGL 2312</td>
<td>English Literature</td>
</tr>
<tr>
<td>ENGL 2313</td>
<td>Intro to American Fiction</td>
</tr>
<tr>
<td>ENGL 2314</td>
<td>Intro to American Drama</td>
</tr>
<tr>
<td>ENGL 2318</td>
<td>Intro to American Poetry</td>
</tr>
<tr>
<td>FREN 2322</td>
<td>Making of the &quot;Other&quot; Americas</td>
</tr>
<tr>
<td>HIST 2301</td>
<td>World History to 1500</td>
</tr>
<tr>
<td>HIST 2302</td>
<td>World History Since 1500</td>
</tr>
<tr>
<td>PHIL 1301</td>
<td>Introduction to Philosophy</td>
</tr>
<tr>
<td>PHIL 2306</td>
<td>Ethics</td>
</tr>
<tr>
<td>RS 1301</td>
<td>Introduct to Religious Studies</td>
</tr>
<tr>
<td>SPAN 2340</td>
<td>Seeing &amp; Naming: Conversations</td>
</tr>
<tr>
<td>WS 2300</td>
<td>Introduction to Womens Studies</td>
</tr>
<tr>
<td>WS 2350</td>
<td>Global Feminisms</td>
</tr>
</tbody>
</table>

| **Total Hours** |                       | **3** |

**Mathematics  (three hours)**

The objective of the mathematics component is to develop a quantitatively literate college graduate. Every college graduate should be able to apply basic mathematical tools in the solution of real-world problems.

Select one of the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1309</td>
<td>College Algebra</td>
</tr>
<tr>
<td>MATH 1310</td>
<td>Trigonometry and Conics</td>
</tr>
<tr>
<td>MATH 1319</td>
<td>Math in the Modern World</td>
</tr>
<tr>
<td>MATH 1320</td>
<td>Math for Social Sciences I</td>
</tr>
<tr>
<td>MATH 1411</td>
<td>Calculus I</td>
</tr>
<tr>
<td>MATH 1508</td>
<td>Precalculus 1,2</td>
</tr>
<tr>
<td>MATH 2301</td>
<td>Math for Social Sciences II</td>
</tr>
<tr>
<td>STAT 1380</td>
<td>Statistical Literacy</td>
</tr>
<tr>
<td>STAT 2480</td>
<td>Elementary Statistical Methods</td>
</tr>
</tbody>
</table>

1 A higher-level course in the calculus sequence can be substituted.
2 TCCN MATH 1314 will also satisfy this requirement.

| **Total Hours** |                       | **3** |

**Life & Physical Sciences  (six hours)**

The objective of the study of the natural sciences is to enable the student to understand, construct, and evaluate relationships in the natural sciences, and to enable the student to understand the bases for building and testing theories. The courses listed are for non-majors; the major courses in the discipline can be substituted for the non-major sequence. A minimum of two semesters of lecture and one semester of laboratory associated with one of the courses, or two semesters of combined (3 credit) lecture-laboratory courses (Only six hours apply toward the required 42.):
Select one of the following:  1-4

<table>
<thead>
<tr>
<th>Course</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>ASTR 1107</td>
<td>Astronomy Lab I</td>
</tr>
<tr>
<td>ASTR 1307</td>
<td>Elem Astronomy-Solar System</td>
</tr>
<tr>
<td>ASTR 1308</td>
<td>Elem Astr Stars &amp; Galaxies</td>
</tr>
<tr>
<td>BIOL 1103</td>
<td>Introductory Biology Lab</td>
</tr>
<tr>
<td>BIOL 1104</td>
<td>Human Biology Laboratory</td>
</tr>
<tr>
<td>BIOL 1107</td>
<td>Topics in Study of Life I</td>
</tr>
<tr>
<td>BIOL 1108</td>
<td>Organismal Biology Laboratory</td>
</tr>
<tr>
<td>BIOL 1203</td>
<td>Introductory Biology</td>
</tr>
<tr>
<td>BIOL 1304</td>
<td>Human Biology</td>
</tr>
<tr>
<td>BIOL 1305</td>
<td>General Biology</td>
</tr>
<tr>
<td>BIOL 1306</td>
<td>Organismal Biology</td>
</tr>
<tr>
<td>BIOL 2111</td>
<td>Human Anat/Physio Lab I</td>
</tr>
<tr>
<td>BIOL 2113</td>
<td>Human Anat/Physio Lab II</td>
</tr>
<tr>
<td>BIOL 2311</td>
<td>Human Anat/Physiology I</td>
</tr>
<tr>
<td>BIOL 2313</td>
<td>Human Anat/Physiology II</td>
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<tr>
<td>CHEM 1105</td>
<td>Laboratory for CHEM 1305</td>
</tr>
<tr>
<td>CHEM 1106</td>
<td>Laboratory for CHEM 1306</td>
</tr>
<tr>
<td>CHEM 1107</td>
<td>Intro General Chemistry Lab</td>
</tr>
<tr>
<td>CHEM 1108</td>
<td>Intro Organic &amp; Biochem Lab</td>
</tr>
<tr>
<td>CHEM 1305</td>
<td>General Chemistry</td>
</tr>
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<td>CHEM 1306</td>
<td>General Chemistry</td>
</tr>
<tr>
<td>CHEM 1307</td>
<td>Intro to General Chemistry</td>
</tr>
<tr>
<td>CHEM 1308</td>
<td>Intro Organic &amp; Biochemistry</td>
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<tr>
<td>ESCI 1101</td>
<td>Environmental Sci. Lab</td>
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<tr>
<td>ESCI 1102</td>
<td>Non-major Lab for ESCI 1301</td>
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<tr>
<td>ESCI 1202</td>
<td>Intro to Environment Science 2</td>
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<tr>
<td>ESCI 1301</td>
<td>Intro to Environmental Sci</td>
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<td>GEOG 1106</td>
<td>Laboratory for GEOG 1306</td>
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<td>GEOG 1306</td>
<td>Physical Geography</td>
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<tr>
<td>GEOL 1103</td>
<td>Lab for GEOL 1313</td>
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<tr>
<td>GEOL 1104</td>
<td>Lab for GEOL 1314</td>
</tr>
<tr>
<td>GEOL 1111</td>
<td>Principles of Earth Sci - Lab</td>
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<tr>
<td>GEOL 1112</td>
<td>Laboratory for Geology 1212</td>
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<tr>
<td>GEOL 1211</td>
<td>Principles of Earth Sciences</td>
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<tr>
<td>GEOL 1212</td>
<td>Principles of Earth Science</td>
</tr>
<tr>
<td>GEOL 1230</td>
<td>The Blue Planet</td>
</tr>
<tr>
<td>GEOL 1231</td>
<td>Natural Hazards</td>
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<tr>
<td>GEOL 1313</td>
<td>Intro to Physical Geology</td>
</tr>
<tr>
<td>GEOL 1314</td>
<td>Intro to Historical Geol</td>
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<tr>
<td>HSCI 2302</td>
<td>Fundamentals of Nutrition</td>
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<tr>
<td>HSCI 2303</td>
<td>Wellness Dynamics</td>
</tr>
<tr>
<td>MICR 2330</td>
<td>Microorganisms and Disease</td>
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<tr>
<td>PHYS 1403</td>
<td>General Physics I</td>
</tr>
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<td>PHYS 1404</td>
<td>General Physics II</td>
</tr>
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<td>PHYS 2420</td>
<td>Introductory Mechanics</td>
</tr>
<tr>
<td>PHYS 2421</td>
<td>Introductory Electromagnetism</td>
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</table>

**Total Hours**: 1-4
Political Science (six hours)

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>POLS 2310</td>
<td>Introduction to Politics</td>
<td>3</td>
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<tr>
<td>POLS 2311</td>
<td>American Gover &amp; Politics</td>
<td>3</td>
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<tr>
<td><strong>Total Hours</strong></td>
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Social and Behavioral Sciences (three hours)

<table>
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<tr>
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<th>Hours</th>
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<tr>
<td>ANTH 1301</td>
<td>Intro-Phys Anth/Archeolog</td>
<td>3</td>
</tr>
<tr>
<td>ANTH 1302</td>
<td>Intro-Cultural Anthropology</td>
<td></td>
</tr>
<tr>
<td>ANTH 1310</td>
<td>Cultural Geography</td>
<td></td>
</tr>
<tr>
<td>ANTH 2320</td>
<td>Intro to Linguistics</td>
<td></td>
</tr>
<tr>
<td>CE 2326</td>
<td>Econ for Engrs &amp; Scientists</td>
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</tr>
<tr>
<td>COMM 2350</td>
<td>Interpersonal Communication</td>
<td></td>
</tr>
<tr>
<td>COMM 2372</td>
<td>Mass Media and Society</td>
<td></td>
</tr>
<tr>
<td>ECON 2303</td>
<td>Principles of Economics</td>
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<tr>
<td>ECON 2304</td>
<td>Principles of Economics</td>
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<td>EDPC 1301</td>
<td>Introduction to Ed Psychology</td>
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<tr>
<td>EDU 1342</td>
<td>Action Research in Classrooms</td>
<td></td>
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<tr>
<td>ENGL 2320</td>
<td>Introduction to Linguistics</td>
<td></td>
</tr>
<tr>
<td>GEOG 1310</td>
<td>Cultural Geography</td>
<td></td>
</tr>
<tr>
<td>LING 2320</td>
<td>An Intro. to Linguistics</td>
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<td>LING 2340</td>
<td>Lang. Inside &amp; Out: Sel Topics</td>
<td></td>
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<td>PSYC 1301</td>
<td>Introduction to Psychology</td>
<td></td>
</tr>
<tr>
<td>SOCI 1301</td>
<td>Introduction to Sociology</td>
<td></td>
</tr>
<tr>
<td>SOCI 1310</td>
<td>Cultural Geography</td>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>3</strong></td>
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</table>

Creative Arts (three hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>ART 1300</td>
<td>Art Appreciation</td>
<td>3</td>
</tr>
<tr>
<td>ARTH 1305</td>
<td>History of Art I</td>
<td></td>
</tr>
<tr>
<td>ARTH 1306</td>
<td>History of Art II</td>
<td></td>
</tr>
<tr>
<td>DANC 1304</td>
<td>Dance Appreciation</td>
<td></td>
</tr>
<tr>
<td>FILM 1390</td>
<td>Intro-Art of Motion Pict.</td>
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</tr>
<tr>
<td>MUSL 1324</td>
<td>Music Appreciation</td>
<td></td>
</tr>
<tr>
<td>MUSL 1327</td>
<td>Jazz to Rock</td>
<td></td>
</tr>
<tr>
<td>MUSL 2321</td>
<td>Music, Culture, and Society</td>
<td></td>
</tr>
<tr>
<td>THEA 1313</td>
<td>Introduction to Theatre</td>
<td></td>
</tr>
<tr>
<td><strong>Total Hours</strong></td>
<td></td>
<td><strong>3</strong></td>
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</tbody>
</table>
## Component Area Option (six hours)

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 1301</td>
<td>Intro to Global Business</td>
<td>6</td>
</tr>
<tr>
<td>COMM 1301</td>
<td>Public Speaking</td>
<td></td>
</tr>
<tr>
<td>COMM 1302</td>
<td>Business/Profession Comm</td>
<td></td>
</tr>
<tr>
<td>CS 1310</td>
<td>Intro-Computational Thinking</td>
<td></td>
</tr>
<tr>
<td>CS 1320</td>
<td>Computer Programming Sci/Engr</td>
<td></td>
</tr>
<tr>
<td>EL 1301</td>
<td>Eng Innovation and Leadership</td>
<td></td>
</tr>
<tr>
<td>SCI 1301</td>
<td>Inquiry in Math &amp; Science</td>
<td></td>
</tr>
<tr>
<td>UNIV 1301</td>
<td>Seminar/Critical Inquiry</td>
<td></td>
</tr>
</tbody>
</table>

Select two of the following:

- BUSN 1301: Intro to Global Business
- COMM 1301: Public Speaking
- COMM 1302: Business/Profession Comm
- CS 1310: Intro-Computational Thinking
- CS 1320: Computer Programming Sci/Engr
- EL 1301: Eng Innovation and Leadership
- SCI 1301: Inquiry in Math & Science
- UNIV 1301: Seminar/Critical Inquiry

### Block Electives

(Core courses and courses from major or minor area cannot be counted as block electives)

## Fine and Performing Arts

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**Social and Behavioral Sciences**

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<td>RWS 3355</td>
<td>Workplace Writing</td>
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RWS 3357  Issues in Tech & Rhetoric  3
RWS 3358  Special Topics in Writing  3
RWS 3359  Technical Writing  3
RWS 3365  Adv Composition:Rhet Theory  3
RWS 3366  Advanced Composition: Argument  3
RWS 4300  Senior Writing Practicum  3

The courses below will apply to different blocks based on the term and section completed

• Please see dept or schedule book (online) for details
  • CHIC 4350 Topics in Chicano Studies
  • WS 3390 Women's Studies:Special Topics

### 4-Year Sample Degree Plan

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