

**DEGREE GUIDE FOR THE COLLEGE OF ARTS & SCIENCES**

**COMMUNICATION ARTS MINORS**

**2009-2011**

**Minor - Advertising: 27 credits**

<b>Marketing Courses</b>		<b>GRD</b>	<b>Communication Arts Courses</b>		<b>GRD</b>
MKTG 310 Principles of Marketing	3	[ ]	PRLS 267 Principles of Public Relations	3	[ ]
MKTG 315 Consumer Behavior	3	[ ]	COMM 305 Comm. Theory & Research	3	[ ]
MKTG 330 Marketing Research	3	[ ]	<i>One of the following three courses:</i>		
MKTG 335 Marketing Communications	3	[ ]	COMM 375 Comm Training & Consulting	3	[ ]
MKTG 342 Graphic Design	3	[ ]	COMM 418 Intercult&Internat Comm.	3	[ ]
MKTG 411 Advertising	3	[ ]	COMM 475 Organizational Comm.	3	[ ]

**Minor - Broadcast Studies: 21 credits**

<b>Minor Lower Division</b>		<b>GRD</b>	<b>BRCO 304-494 Electives:</b>	<b>12 credits</b>	<b>GRD</b>
COMM 101 Mass Communication	3	[ ]	_____		[ ]
BRCO 203 Fundamental TV Production	3	[ ]	_____		[ ]
<b>Minor Upper Division</b>			_____		[ ]
BRCO 303 Intermediate TV Production	3	[ ]	_____		[ ]
			_____		[ ]

**Minor - Dance: 22-23 credits**

<b>Minor Lower Division</b>		<b>GRD</b>	<b>Minor Upper Division</b>		<b>GRD</b>
THEA 120 Movement for the Performer	3	[ ]	<i>Two of the following four courses:</i>		
<i>One of the following two courses:</i>			THEA 320 Ballet II	2	[ ]
THEA 124 Ballet I	1	[ ]	THEA 321 Jazz Dance II	2	[ ]
THEA 226 Accelerated Ballet Tech.	1	[ ]	THEA 322 Musical Theatre Dance	2	[ ]
THEA 125 Jazz Dance I	1	[ ]	THEA 323 Tap Dance	2	[ ]
<i>One of the following three courses:</i>			THEA 424 Dance History	2	[ ]
THEA 224 Modern Dance	1	[ ]	THEA 425 Choreography	2	[ ]
THEA 225 Sacred Dance	1	[ ]	THEA 496A Strat. for Dance Instruc. I	3	[ ]
THEA 230 Topics in Dance*	1-2	[ ]	THEA 496B Strat. for Dance Instruc. II	1	[ ]
<i>One of the following three courses:</i>					
EDPE 222 Health & Human Movement	3	[ ]			
EDPE 224 Nutrition for Hlth & Fitness	3	[ ]			
THEA 227 Principles of Dance Cond.	3	[ ]			
<i>One of the following six courses:</i>					
EDPE 101 Tai Chi	1	[ ]			
EDPE 115 Aerobics	1	[ ]			
EDPE 117 Beginning Social Dance	1	[ ]			
EDPE 156 Pilates	1	[ ]			
EDPE 157 Yoga	1	[ ]			
EDPE 158 Fitness and Conditioning	1	[ ]			

**2009-2011 Communication Arts Minors cont.**

**Minor - Journalism: 25 credits**

<b>Minor Lower Division</b>		<b>GRD</b>	<b>Minor Upper Division</b>		<b>GRD</b>
COMM 101 Mass Communication	3	[ ]	COMM 364 Mass Media Law	3	[ ]
JOUR 110 Journalistic Writing	3	[ ]	JOUR Electives	3	[ ]
JOUR 210 News Reporting & Writing	3	[ ]	JOUR/BRCO Electives	3	[ ]
JOUR 220 Practical Newspaper Reporting	1	[ ]			[ ]
JOUR 270 Principles of Photojournalism	3	[ ]			[ ]
JOUR 280 News Editing and Layout	3	[ ]			[ ]

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**Minor - Public Relations: 24 credits**

<b>Minor Lower Division</b>		<b>GRD</b>	<b>Minor Upper Division</b>		<b>GRD</b>
COMM 101 Mass Communication	3	[ ]	COMM 305 Comm Theory & Research	3	[ ]
JOUR 110 Journalistic Writing	3	[ ]	PRLS 305 Writing for Public Relations	3	[ ]
PRLS 267 Principles of Public Relations	3	[ ]	SPCO 356 Persuasion	3	[ ]
			PRLS 367 Public Relations Planning and Case Review	3	[ ]
			PRLS 467 Public Relations Campaign	3	[ ]

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**Minor - Applied Communication Studies: 21 credits**

<b>Minor Lower Division</b>		<b>GRD</b>	<b>Minor Upper Division - continued</b>		<b>GRD</b>
COMM 101 Mass Communication	3	[ ]	<i>Two of the following three courses:</i>		
JOUR 110 Intro to Journalistic Writing	3	[ ]	COMM 418 Intercult.&Internat.l Comm	3	[ ]
<b>Minor Upper Division</b>			SPCO 321 Advanced Public Speaking	3	[ ]
COMM 305 Comm Theory & Research	3	[ ]	SPCO 453 Interpers.&Small Grp Comm	3	[ ]
<i>One of the following two courses:</i>					[ ]
COMM 375 Comm Training & Consulting	3	[ ]			[ ]
COMM 475 Organizational Comm.	3	[ ]			[ ]
SPCO 401 Communication and Leadership	3	[ ]			[ ]

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**Minor - Theatre Arts: 20-21 credits**

		<b>GRD</b>			<b>GRD</b>
THEA 100 Intro to Theatre Arts	3	[ ]			
THEA 111 Acting I	4	[ ]	<i>One of the following three courses:</i>		
<i>One of the following two courses:</i>			THEA 240 Creative Dramatics	3	[ ]
THEA 132 Stagecraft	4	[ ]	THEA 253 Directing I	3	[ ]
THEA 134 Costume Construction	3	[ ]	THEA 332 Design Process	3	[ ]
THEA 200 Theatre History	3	[ ]			
THEA 212 Acting II	3	[ ]			
THEA 235 Theatre Graphics	3	[ ]			
THEA 261 Performance Theatre Lab	1	[ ]			