

## 4 YEAR PLAN FOR 2011-12 COMMUNICATION - INTEGRATED MARKETING MAJORS

CR	Fall - Year 1 (14 semester hours)	Pre-req	Offered	CR	Spring - Year 1 (16 semester hours)	Pre-req	Offered
3	COM 101 - Intro to Communication	n/a	F, S, Su	3	Behavioral Science course*	n/a	F, S
1	COM 190 - Communication Seminar	n/a	F	4	COM 250/L - Intro to Video Production	COM 101	F, S
1	CUH 100 - The First year Experience	n/a	F	3	EN 102 - Expository Writing	EN 101	F, S, Su
3	EN 101 - Intro to Expository Writing	n/a	F, S	3	Philosophy - PH 100, 103, or 105	n/a	F, S, Su
3	History - any 100 or 200 level course	n/a	F, S, Su	3	Religion - RE 103 or 205	n/a	F, S, Su
3	MA 100 - Survey of Mathematics - Math course	n/a	F, S				
CR	Fall - Year 2 (16 semester hours)			CR	Spring - Year 2 (16 semester hours)		
3	COM 200 - Intro to Mass Communication	COM 101, EN 102	F	3	COM 320 - Professional Presentations	#	F, S
3	COM 274 - Writing for Mass Communication	n/a	F	3	COM 325 - Photography for Social Change	#, COM 200	F, S
3	EC 201 - Principles of Macroeconomics - Social Science course	n/a	F, S	3	COM 378 - Graphic and Publication Design	#, COM 200	S
3	English - EN 201, 255, or 256	EN 102	F, S, Su	3	Fine Arts course*	n/a	F, S
4	Natural Science and Lab course*	n/a	F, S, Su	4	Natural Science and Lab course*	n/a	F, S, Su
CR	Fall - Year 3 (16 semester hours)			CR	Spring - Year 3 (16 semester hours)		
4	COM 371/L - Communication Practicum	#, COM 274, COM 378	F, S	4	COM 350/L Studio Video Production	#, COM 250/L	F, S
3	COM 387 - Communication Internship	#, JR/SR, advisor approval	F, S	3	COM 370 - News Writing	#, COM 200, COM 274	S
3	MKT 301 - Principles of Marketing	#, EC 201 or 202	F, S	3	COM 433 - Media Law & Ethics	#, COM 200 and RE 103 or 205	S
3	BU 200 - Intro to Business	n/a	F, S	3	Interdisciplinary course*	#, varies	F, S, Su
3	300-400 level Elective course outside major	#, varies	F, S, Su	3	300-400 level Elective course outside major	#, varies	F, S, Su
CR	Fall - Year 4 (13 semester hours)			CR	Spring - Year 4 (13 semester hours)		
3	COM 375 - Public Relations	#, COM 200, COM 274	F	3	COM 440 - Marketing Strategy	#, MKT 301, COM 437/L, SR	S
3	COM 431 - Integrated Marketing Communication	#, COM 200, COM 375, BU 200, MKT 301	F	4	COM 476/L - Integrated Campaigns	#, COM 431	S
4	COM 437/L - Consumer Research	#	F	3	300-400 level Elective course outside major	#, varies	F, S, Su
3	Religion - any 300 level Religion course	#, 100 or 200 RE	F, S, Su	3	Global Awareness course*	#, varies	F, S

TOTAL SEMESTER HOURS REQUIRED = 120 (students in some majors may exceed 120 in order to meet all requirements)

"SU" courses are not guaranteed to be offered every summer.

For detailed information and course descriptions consult

Pre-requisite courses require a grade of 'C' or better.

# - EN 102 & COM 101 are prerequisite courses for ALL 300-400 level courses.

NOTE: This plan is a guide that is subject to change. See your advisor every semester for updates

\*see back for more details

4 year plans are for academic planning purposes only and serve as a supplement to (but not a replacement of) the requirements as listed in the Chaminade undergraduate general catalog. Changes may occur in course offerings over time. Individual students may have unique situations that will affect their planning. Students are advised to visit an advisor every semester. The 4 year plans are intended primarily for students who enter Chaminade as first year students. Transfers are advised to visit an academic advisor in their first semester on campus to develop an individualized plan. Specific majors may have unique situations that may alter your planning, as will the addition of an academic minor. Students are advised to visit an advisor with any questions they may have.

## 4 YEAR PLAN FOR 2011-12 COMMUNICATION - INTEGRATED MARKETING MAJORS

### GENERAL EDUCATION REQUIREMENTS DETAILS

**BEHAVIORAL SCIENCE** (choose any ONE of the following)

AN 200, CJ 201, ENV 100, PSY 101, SO 200 or CLEP II

**FINE ARTS** (choose any ONE of the following)

AR 101, AR 103, AR 111, AR 201, AR 202, AR 250, AR 255, PAR 100, PAR 101, PAR 102, PAR 201, PAR 204, PAR 205, PAR 208, PAR 210 or CLEP IV

**GLOBAL AWARENESS** (choose any ONE of the following) **OR Second Semester of a Foreign Language**

AN 340, AN 350, AN 357, AN 360, COM 310, EN 305, EN 422, HI 342, HI 344, HI 442, HI 443, HI 444, HI 450, HI 451, HI 452, HI 453, PH 475, POL 342, POL 344, POL 442, POL 444, POL 451, POL 453, PSY 436, PSY 475, PSY 476, PSY 477, PSY 478, PSY 479, RE 357, RE 359, RE 365, RE 450, RE 460, RE 461, RE 469, RE 471, RE 472, RE 475, RE 476, RE 477, RE 478, SO 331, SO 401

**INTERDISCIPLINARY** (choose any ONE of the following)

CJ/RE 435, COM/RE 433, EN 307, ENV/RE 431, GE/ID 335, HI/POL 305, HI/RE 322, HI/POL 324, HI/POL 442, HI/POL 444, PH/RE/SO 305, PH/SO 360, PH/RE 425, PH/PSY 471, PH/PSY/RE 475, PSY/RE 476, PSY/RE 477, PSY/RE 478, PH/PSY/RE 463, RE/PH 473, PH/RE/SO 338

**MATHEMATICS**

Requirement varies based on major. Consult specific program requirements.

**NATURAL SCIENCES**

TWO courses, including TWO LABS in Biology, Environmental Studies, Chemistry, or Physics or CLEP III and ONE course W/LAB

See below for science courses for non-science majors.

**SOCIAL SCIENCE** (choose any ONE of the following)

EC 201, GE 102, GE 103, HI 201, HI 202, POL 111, POL 211

**UPPER DIVISION ELECTIVES**

Any upper division (300 or 400 level) courses taken outside the major for which prerequisites are satisfied

**NATURAL SCIENCE COURSES FOR NON-SCIENCE MAJORS**

BI 101 & 101L, BI 102 & 102L, BI 103 & 103L, BI 110 & 110L, BI 115 & 115L, BI 130 & 130L, BI 131 & 131L, CH 102 & 102L, CH 107 & 107L, ENV 115 & ENV 115L, ENV 201 & 201L, ENV 202 & 202L, PHY 111 & 111L, PHY 140 & 140L

**GRADUATION REQUIREMENTS**

- ~ Satisfied all core curriculum requirements including nine credits of upper division course work outside the disciplines required for the declared major and the interdisciplinary course
- ~ Satisfied all requirements for the major discipline
- ~ Completed a minimum of 45 upper division credits
- ~ Achieved a minimum GPA of 2.0 (some majors may require a higher GPA)
- ~ Completed at least 30 semester hour credits in residence, including at least half of the credits in the major discipline
- ~ Completed a minimum of 120 semester hours