

FALL 2020

College of Liberal Arts  
Major: Journalism and Media Studies  
Concentration: Integrated Marketing Communication

\*Indicate Summer Courses in Comments Section\*

FRESHMAN YEAR FALL 1 <sup>st</sup> SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
UNIV 100	University Success	2		
ENG 104/111	Composition I	3		

FALL 2020

JUNIOR YEAR 1 <sup>st</sup> FALL SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MKT 351	Marketing Management	3		
MC 336	Advertising Copy Layout and Design	3		
MC 423	Advertising Media and Sales	3		