

DEGREE COMPLETION PLAN FOR B.A. IN MASS MEDIA
Concentration: Advertising & Public Relations



Following this recommended schedule ensures degree completion in four years.

FRESHMAN YEAR

| Fall Semester | | Spring Semester | |
|---------------|---|-----------------|---|
| _____ | MM100 Intro to Mass Media 3 | _____ | MM202 Professional Media Writing 3 |
| _____ | MM199 Professional Media Applications 3 | _____ | Social Science GenEd 1 3 |
| _____ | WU101 Washburn Experience 3 | _____ | Minor Class 1/ usually GenEd 3 |
| _____ | EN101 Freshman Composition 3 | _____ | Natural Science GenEd 1 3 |
| _____ | Humanities GenEd 1 (Fine Art) 3 | _____ | Humanities GenEd 2 (CN150 – required) 3 |
| | Total Credits: 15 | | Total Credits: 15 |

SOPHOMORE YEAR

| Fall Semester | | Spring Semester | |
|---------------|---|-----------------|---------------------------------------|
| _____ | MM300 Media Law, Ethics & Diversity 3 | _____ | MM321 Adv. Prof. Media Applications 3 |
| _____ | MM403 Adv. Professional Media Writing 3 | _____ | Humanities GenEd 4 3 |
| _____ | Humanities GenEd 3 3 | _____ | Minor Class 2/ usually GenEd 3 |
| _____ | Social Science GenEd 2 3 | _____ | MM112 Contemporary College Math* 3 |
| _____ | FL101 Intro to Foreign Language I 4 | _____ | FL102 Intro to Foreign Language II 4 |
| | Total Credits: 16 | | Total Credits: 16 |

JUNIOR YEAR

| Fall Semester | | Spring Semester | |
|---------------|--|-----------------|---|
| _____ | MM351 Data Lit. & Aud. Research (co-MM352) 3 | _____ | MM415 Digital/Social Content Strategies 3 |
| _____ | MM352 Advertising & PR Strategies (co-MM351) 3 | _____ | Natural Science GenEd 2 3 |
| _____ | EN300 Advanced Composition 3 | _____ | Social Science GenEd 3 3 |
| _____ | Humanities GenEd 5 3 | _____ | Social Science GenEd 4 3 |
| _____ | Minor Class 3 (Upper Division) 3 | _____ | Minor Class 4 (Upper Division) 3 |
| | Total Credits: 15 | | Total Credits: 15 |

SENIOR YEAR

| Fall Semester | | Spring Semester | |
|---------------|--|-----------------|--|
| _____ | MM432 Adv. Advertising & PR Strategies 3 | _____ | MM494 Internship 2 |
| _____ | Natural Science GenEd 3 3 | _____ | MM499 Career Dev. & Digital Portfolio 2 |
| _____ | Social Science GenEd 5 3 | _____ | Mass Media Upper Division Elective 2 3 |
| _____ | Mass Media Upper Division Elective 1 3 | _____ | Natural Science GenEd 4 3 |
| _____ | Non-Mass Media Upper Division Elective <i>or</i> 3 | _____ | Non-Mass Media Upper Division Elective <i>or</i> 3 |
| _____ | Minor Class 5 | _____ | Minor Class 6 |
| | Total Credits: 15 | | Total Credits: 13 |

Minor: A minor (or certificate) is required for all Mass Media Majors. Minors vary in credit hours but most are between 15-18 credit hours.

- **Popular minor/certificate choices:** Art, Business, Entrepreneurship Certificate, Communication, Computer Science, Game Design, History, Leadership, Museum Studies, Psychology, Theatre.
- **Students with a double major do not have to complete a minor.**

NOTES: