

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	_____	MM403 Adv. Professional Media Writing 3
_____	MM321 Adv. Prof. Media Applications 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	_____	MM432 Adv. Advertising & PR 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	
_____	MM416 Digital & Social Content Strategies 3	_____	MM494 Internship 2
_____	Natural Science GenEd 3 3	_____	MM499 Career Dev. & Digital Portfolio 2
_____	Social Science GenEd 5 3	_____	MM Upper Division Elective 2 (MM 422) 3
_____	MM 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: