

# 2017-2018 Communication: Integrated Marketing Track 4 Year Plan

\*COM 101 and EN 102 are prerequisites for ALL 300 to 400 level courses.

## Fall-Year 1, Credits: 14

COM 101	Introduction to Communication (3)	<i>Prerequisites: None</i>
COM 190	Communication Seminar (1)	<i>Prerequisites: None</i>
CUH 100	First Year Experience (1)	<i>Prerequisites: None</i>
EN 101	Introduction to Expository Writing (3)	<i>Prerequisites: None</i>
History Course - Any 100 or 200 level course (3)		<i>Prerequisites: None</i>
MA 100	Quantitative Reasoning (3)	<i>Prerequisites: None</i>

## Spring-Year 1, Credits: 16

EN 102	Expository Writing (3)	<i>Prerequisites: EN 101 or placement</i>
Behavioral Science Course (3)		<i>Prerequisites: None</i>
Natural Science course including lab (4)		<i>Prerequisites: None</i>
Philosophy Course - PH 100, 103, or 105 (3)		<i>Prerequisites: None</i>
Religion Course - RE 103, 205, or 211 (3)		<i>Prerequisites: None</i>

## Fall-Year 2, Credits: 16

COM 200	Introduction to Mass Communication (3)	<i>Prerequisites: COM 101, EN 102</i>
COM 250/L	Introduction to Video Production (4)	<i>Prerequisites: COM 101</i>
COM 274	Writing for Mass Communication (3)	<i>Prerequisites: None</i>
English Literature Course - EN 201, 255, 256, or 280 (3)		<i>Prerequisites: EN 102</i>
Social Science Course (3)		<i>Prerequisites: None</i>

## Spring-Year 2, Credits: 16

COM 325	Photography for Social Change (3)	<i>Prerequisites: None</i>
COM – Integrated Marketing Course (4)		<i>Prerequisites; Varies</i>
Free Elective (3)		<i>Prerequisites: Varies</i>
Fine or Performing Arts Course (3)		<i>Prerequisites: None</i>
Religion Course - Any 300 level course (3)		<i>Prerequisites: RE 100 to 200 level</i>

## Fall-Year 3, Credits: 16

COM 320	Professional Presentations (3)	<i>Prerequisites: None</i>
COM 371/L	Communication Practicum I (4)	<i>Prerequisites: COM 274 or instructor consent</i>
COM 378	Graphic and Publication Design (3)	<i>Prerequisites: COM 200</i>
Global Awareness Course (3)		<i>Prerequisites: Varies</i>
COM – Integrated Marketing Course (3)		<i>Prerequisites; Varies</i>

## Spring-Year 3, Credits: 16

COM 370	News Writing (3)	<i>Prerequisites: COM 200, 274</i>
COM 433	Media Law and Ethics (3)	<i>Prerequisites: COM 200 and RE 103 or 205 or consent</i>
COM – Integrated Marketing Course (3)		<i>Prerequisites; Varies</i>
Natural Science course including lab (4)		<i>Prerequisites: None</i>
300 to 400 level elective course outside the major (3)		<i>Prerequisites: Varies</i>

### Fall-Year 4, Credits: 13

COM 375 Public Relations (3)

*Prerequisites: COM 200, 274*

Free Elective (3)

*Prerequisites: Varies*

COM – Integrated Marketing Course (4)

*Prerequisites; Varies*

300 to 400 level elective course outside the major (3)

*Prerequisites: Varies*

### Spring-Year 4, Credits: 13

COM 387 Communication Internship (3)

*Prerequisites: Junior or senior standing and advisor approval*

COM – Integrated Marketing Course (4)

*Prerequisites; Varies*

Interdisciplinary – CJ 435 Recommended (3)

*Prerequisites: Varies*

300-400 level elective course outside the major (3)

*Prerequisites: Varies*

\*Integrated Marketing Course: Choose from the following:

- MKT 301 – Principles of Marketing
- COM 431 – Integrated Marketing Communication
- COM 437/L – Consumer Research
- COM 440 Marketing Strategy
- COM 476/L – Integrated Campaigns

Students who enter the agreement for the four year guarantee are responsible for the following:

- Declare a major with Academic Advising by the beginning of your second year
- Maintain at least a 2.0 cumulative GPA
- Pass pre-major and prerequisite courses with a grade of C or higher on the first attempt
- Complete course work as recommended by this plan each year for four years and meet all checkpoints. Some majors may require summer classes in order to finish in four years.
- Meet with your assigned advisor prior to registration each term to review your progress. Utilize the program evaluation degree audit tool available via the Chaminade University portal. Pay special attention to requirements that may be offered only once per year.
- Clear any holds on your account prior to the beginning of the registration period and enroll in classes within the first week of eligibility during the registration period.
- Accept any available course section that can be accommodated in your schedule of classes.
- Complete your clearance for graduation with your faculty advisor at the beginning of your fourth year.
- Notify your faculty advisor if you are unable to register for a required course in your major or for graduation.

### General Education Requirements

#### Behavioral Science

Choose any one of the following or CLEP II: AN 200, CJ 201, ENV 100, PSY 101 or SO 200

#### Fine or Performing Arts

Choose any one of the following or CLEP IV: AR 101, 103, 111, 201, 202, 250, 255; EID 216, PAR 100, 101, 102, 201, 205, 208, 210

#### Global Awareness

Choose any one of the following OR second semester of a Foreign Language:

AN 340, 341, 350, 357; COM 310; EN 305, 422; GE 324; HI 443, 450, 452; HI/POL 344, 419, 438, 439, 442, 444, 451, 453, PH 475; PSY 436, 475, 476, 477, 478, 479; RE 357, 359, 365, 450, 460, 461, 469, 471, 472, 475, 476, 477, 478; SO 331, 401

## Mathematics

Requirement varies based on major. MA 100, 103 or higher

## Natural Sciences

Any two courses with accompanying labs OR one course with lab AND CLEP III.

## Social Sciences

Choose any one of the following: EC 201, GE 102, GE 103, HI 201, HI 202, POL 111 or POL 211

## Interdisciplinary

Choose any one of the following: CJ/RE 435 (recommended), COM/RE 433, EID/ENV 384, EN 307, ENV/RE 431, GE/EID 335, HI/POL 305, HI/POL 324, HI/POL 419, HI/POL 438, HI/POL 439, HI/POL 442, HI/POL 444, HI/RE 322, NUR/RE 371, 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

## Natural Science Courses for Non-Science Majors

Biology: BI 101/L, BI 103/L, BI 110/L, BI 115/L, BI 131/L

Chemistry: CH 102/L, CH 103/L

Environmental Studies: ENV 115/L, ENV 201/L, ENV 202/L

Physics: PHY 130/L, PHY 150/L

## 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 a least half of the credits in the major discipline
- Completed at least 120 semester hours