



Academic Map

University Core

Bachelor's Degree

180 credits
60 classes

=

University Core

69 credits
23 classes

+

Major/Emphasis/Electives

111 credits
37 classes

Theology

completed notes

4 Classes / 12 Credits

THEO111	Christian Experience I		
THEO112	Christian Experience II		
THEO113	Christian Experience III		
THEO314	Christian Experience IV		Prereqs: THEO111, 112, 113

Philosophy

completed notes

4 Classes / 12 Credits

PHIL101	Logic		
PHIL203	Philosophy of Nature		
PHIL204	Philosophy of Man		Prereqs: PHIL203
PHIL408	Philosophy of God		Prereqs: PHIL203, 204

Humanities

completed notes

6 Classes / 18 Credits

HUMA111	Cultural Foundations I		
HUMA112	Cultural Foundations II		
HUMA113	Cultural Foundations III		
HUMA301	Global Cultures, History & Politics		
Writing Requirement			
HUMA122	College Writing I *		
or HUMA120	Culture Making and Aesthetics		
HUMA123	Advanced College Writing		Prereqs: HUMA120 OR HUMA122

College Writing I is required if the student has not satisfied the Writing Proficiency Requirement. Students who pass the exam take Culture Making instead.

Math

completed notes

1 Class / 3 Credits

MATH202	Personal Finance & Success		
---------	----------------------------	--	--

Science

completed notes

1 Class / 3 Credits

SCIN300	Science, Technology & Culture		
---------	-------------------------------	--	--

Business

completed notes

7 Classes / 21 Credits

BUSI106	Entrepreneurial Thinking		
BUSI120	Project Management		
BUSI193	Introduction to Marketing		
BUSI209	Building Blocks of Business		
BUSI300	Negotiation Skills		
BUSI393	Leadership and Management		
COMM200	Business Communications		



Academic Map

Advertising

Media Core

completed notes

6 Classes / 18 Credits

Universal Media Courses 5 Courses			
ENTM101	Story, Genre and Structure		
ENTM102	Media Survey		
ENTM207	Film Criticism		
ENTM410	Media Law		
ENTM421	Media Career Strategies		
Senior Project 1 Course			
BUSI480	Advertising Senior Project		Must be a senior

Advertising Emphasis

completed notes

10 Classes / 36 Credits

Emphasis Core 5 Courses			
ARTS201	Color Theory		
BUSI220	Business Development		
BUSI231	Intro to Advertising		
BUSI329	Applied Market Research		
DIGM341	Branding		Prereqs: ARTS201, ENTM251, DIGM215
Emphasis Electives Choose 5 courses from the following:			
ARTS101	Fundamentals of Art & Design		
ARTS121	Drawing in Perspective		
ARTS122	Observational Drawing		Prereqs: ARTS121
BUSI432	Executing Advertising Campaigns		
BUSI441	Digital Agency Workshop		
BUSI444	Strategic Marketing		
DIGM202	Storyboarding		Prereqs: DIGM122 OR ENTM105
DIGM215	Photoshop & Illustrator		
ENTM103	Fundamentals of Post-Production		
ENTM104	Fundamentals of Production		
ENTM151	History of Graphic Design		
ENTM203	The Producer		
ENTM211	Directing I		Prereqs: ENTM101, 103, 104
ENTM251	Typography		Prereqs: ENTM151, DIGM215
ENTM304	Commercials and Persuasive Programming		Prereqs: ENTM104
ENTM400	Design for the Screen		Prereqs: ENTM103, 417
ENTM451	The Design Process		Prereqs: ARTS101, ARTS201, BUSM321, ENTM151, ENTM251

Electives

completed

21 Classes / 63 Credits

Up to 13 electives may consist of non-media courses Maximum 3 each of internships and independent Studies			
Course ID	Course Name	Course ID	Course Name
1		12	
2		13	
3		14	
4		15	
5		16	
6		17	
7		18	
8		19	
9		20	
10		21	
11			