



# Academic Map

## University Core

**Bachelor's Degree**

180 credits  
60 classes

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**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		
<b>Writing Requirement Part 1</b>			
HUMA122	College Writing I *		
or HUMA120	Culture Making		
<b>Writing Requirement Part 2</b>			
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		
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### Science

*completed*    *notes*

1 Class / 3 Credits

SCIN300	Science, Technology & Culture		
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### 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			