

Department of Human Ecology
Fit Advertising And Marketing Communications Option
Recommended Course Sequence

2009-2011

Freshman Year

Sem.	Grade	Fall Semester		
		ENGL 101	Basic Composition I	3
		HUEC 101	Principles of Art & Design + Lab	3
		SOCI 101	Introduction to Sociology	3
			Gen Ed. Req. Area I*	3
		HUEC 100	First Year Experience Seminar	1
		BUED 212	Computer Concepts/Apl. I	3
				16

Junior Year

Sem.	Grade	Fall Semester		
		AC 111	Advertising & Promotion (FMCT 342)	3
		AC 221	Publicity Workshop	3
		AC 141	Journalism	3
		AC 171	Mass Communications	3
		FM 114	Intro to Fashion Industry (FMCT 141)	3
		CD 122	Digital Layout I	2
				17

Sem.	Grade	Spring Semester		
		MATH 109	College Algebra or higher	3
		ENGL 102	Basic Composition II	3
		ENGL 001	English Proficiency Exam	0
		EXSC 111	Personalized Health & Fitness	3
			Gen Ed. Req. Area III**	4
			Gen Ed. Req. Area I*	3
				16

Sem.	Grade	Spring Semester		
		AC 113	Strategic Planning	3
		AC 231	Advertising Copywriting (ENGL 305)	3
		AC 271	Audiences & Media	3
		AC 272	Research Methods in IMC	3
		AC 362	Video Studio Production	3
		IC 498	Internship (HUEC 399, 400)	4
				19

Sophomore Year

Sem.	Grade	Fall Semester		
		HUEC 310	Resource Management	3
		ENGL 203	Fund. of Contemporary Speech	3
		PSYC 200	Introduction to Psychology	3
		ECON 202	Principles of Economics II	3
			Gen. Ed. Req. Area III**	3
		ACCT 201	Introductory Financial Acct.	3
				18

Senior Year

Sem.	Grade	Fall Semester		
		BUAD 302	Mgmt. & Organizational Behavior	3
		HUEC 409	Post-Internship Seminar	1
		FINA 340	Financial Management	3
		FMCT 341	Fashion Buying & Merchandising	3
		FMCT 381	Textiles I	3
		FMCT 441	Visual Merchandising	3
				16

Sem.	Grade	Spring Semester		
		BUAD	Elective (300/400 level)	3
		BUAD	Elective (300/400 level)	3
		FMCT 300	Historic Costumes	3
		MKTG 308	Principles of Marketing	3
		HUEC 370	Professional Development	2
		FMCT 361	Apparel Construction/Evaluation	3
				17

Sem.	Grade	Spring Semester		
		BUAD 304	Small Bus. & Mgmt. Entrepreneurship	3
		BUAD 412	Business Law	3
		FMCT 382	Textiles II	3
		HUEC 464	Soc. Psyc. of Food., Clothing & Shelter	3
		HUEC 487	Supervisory Management	3
		HUEC 490	Consumer Motivation	3
				18

Total Credits Required: 137

NOTE: Must pass ACCT 201 and ECON 202 with "C" or better as Business Minor Prerequisites.

<p>* Gen. Ed. Area I - Arts and Humanities Select one course each from any two disciplines: Discipline A: Arts ARTS 101, ARTS 310, MUSI 100, MUSI 101, MUSI 109 Discipline B: History HIST 201, HIST 202 Discipline C: Language ASLS 203, ASLS 204, FREN 101, FREN 102, SPAN 101, SPAN 102 Discipline D: Literature ENGL 204, ENGL 205, ENGL 206, ENGL 207, ENGL 215, ENGL 218, ENGL 327, ENGL 328, ENGL 329, ENGL 401</p>	<p>** Gen. Ed. Area III - Biological and Physical Sciences Select two lecture courses and one laboratory course from the following: Lecture: ANSC 114, BIOL 101, BIOL 111, ENVS 101 BIOL 112, CHEM 101, CHEM 102, CHEM 111C, PHYS 101, PHYS 102, PHYS 161, PHYS 181H, PHYS 182H, PHYS 263, PLSC 184, NUDT 210 Labs: BIOL 103 (lab), CHEM 103 (lab), CHEM 104 (lab), CHEM 113 (lab), PHYS 103 (lab)</p>
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