

Cleveland State University  
College of Liberal Arts and Social Sciences  
Bachelor of Arts in Journalism and Promotional Communication  
Advertising Sequence

**First Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math/Quantitative Literacy	4		M/QL	Math/Quantitative Literacy	4		M/QL
ASC 101 Introduction to University Life	1		Intro	Natural Science Elective	3 to 4		NS
Arts & Humanities Elective	3 to 4		A&H	Natural Science Elective Lab	1		NS Lab
COM 101 Principles of Communication	4	X	SS	Arts and Humanities (outside the US/ALAAME)	3 to 4		A&H
<i>Semester Total</i>				<i>Semester Total</i>			
15 to 16				14 to 16			

**Second Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
Natural Science Elective	3 to 4		NS	Social Science (outside the US/ALAAME)	3 to 4		SS
Social Diversity Elective (AA)	3 to 4		DIV-AA	Social Diversity Elective (US)	3 to 4		DIV-US
COM 225 Media Writing	4	X	WAC	COM 226 Mass Media and Society	4	X	
Foreign Language Requirement (If needed)	5		CLASS	Foreign Language Requirement (If needed)	5		CLASS
<i>Semester Total</i>				<i>Semester Total</i>			
15 to 17				15 to 17			

**Third Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
WAC/SPAC Elective 300/400	3 to 4		WAC/SP	COM 357 Principles of Public Relations	4	X	
COM 303 Communication Inquiry	4	X		COM 310 Psychological Processing of Media	4	X	
COM 360 Principles of Advertising	4	X		COM Advertising Elective	4	X	
COM 350 Persuasion & Attitude Change	4	X		General Elective	3 to 4		
<i>Semester Total</i>				<i>Semester Total</i>			
15 to 16				15 to 16			

**Fourth Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
COM 364 Advanced Advertising	4	X		COM 455 Communication and Campaigns	4	X	CAP
COM Advertising Elective	4	X		WAC Elective 300/400	3 to 4		WAC
General Elective* 300/400	3 to 4			General Elective* 300/400	4		
General Elective	3 to 4			General Elective	3 to 4		
<i>Semester Total</i>				<i>Semester Total</i>			
14 to 16				14 to 16			
<i>Apply for Spring graduation prior to Sep 9th</i>							
<i>Credit Total: 117 to 130 (minimum 128 required for degree)</i>							

Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency

College/Program Notes: If the CLASS Foreign Language Requirement was fulfilled in High School, the 10 university credits listed here must still be taken in any subject in order to reach the 128 total credit hours required for the degree.

The plan above is a suggested guide to ensure that all General Education, College, University, and Major requirements are met within 4 years of study. Students may deviate from the suggested placement of Gen Ed courses, although the M/QL and W/C requirements should be completed during the first year of study.

\*General Electives ensure that a student accumulates the minimum credit hour totals needed for graduation. Students must have a **minimum of 128 total credit hours**, of which a **minimum of 42 credit hours** must be upper division (300 or 400-level courses). Depending upon other elective choices made, students may not need as many general electives as indicated above, or may need additional electives.

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**College of Liberal Arts and Social Sciences**  
**Bachelor of Arts in Journalism and Promotional Communication**  
**Advertising Sequence**

**University Notes:**

**Gen Ed Key:**

INTRO = Introduction to University Life Requirement (one course)

W/C = Writing/Composition Requirement (two courses; C or better required)

M/QL = Mathematics/Quantitative Literacy Requirement (two courses)

NS = Natural Sciences (two courses, one of which must have a lab)

SS = Social Sciences Requirement (2 courses, one of which must be focused outside the US\*\*)

A&H = Arts & Humanities Requirement (2 courses, one must be focused outside the US\*\*)

DIV = Social Diversity Requirement (2 courses; one US Diversity and one African American Exp.)

WAC/SPAC = Writing/Speaking Across the Curriculum Requirement (3 courses, one in the major)

CAP = Capstone Requirement

\*\* of the SS and A&H courses focused outside the US, one must be focused on Africa, Latin America, Asia or the Middle East (ALAAME)

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Cleveland State University  
College of Liberal Arts and Social Sciences  
Bachelor of Arts in Journalism and Promotional Communication  
Journalism Sequence

**First Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math/Quantitative Literacy	4		M/QL	Math/Quantitative Literacy	4		M/QL
ASC 101 Introduction to University Life	1		Intro	Natural Science Elective	3 to 4		NS
Arts & Humanities Elective	3 to 4		A&H	Natural Science Elective Lab	1		NS Lab
COM 101 Principles of Communication	4	X	SS	COM 226 Mass Media and Society	4	X	
<i>Semester Total</i>				<i>Semester Total</i>			
15 to 16				15 to 16			

**Second Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
Natural Science Elective	3 to 4		NS	Social Science (outside the US/ALAAME)	3 to 4		SS
Social Diversity Elective (AA)	3 to 4		DIV-AA	Social Diversity Elective (US)	3 to 4		DIV-US
Arts and Humanities (outside the US/ALAAME)	3 to 4		A&H	COM Media Writing	4	X	WAC
Foreign Language Requirement (If needed)	5		CLASS	Foreign Language Requirement (If needed)	5		CLASS
<i>Semester Total</i>				<i>Semester Total</i>			
14 to 17				15 to 17			

**Third Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
General Elective	3 to 4			COM 328 Specialized Writing	4	X	WAC
COM 303 Communication Inquiry	4	X		COM 425 Editing & Graphics	4	X	
COM 326 Advanced Reporting	4	X	WAC	COM Journalism Elective 3XX	4	X	
COM Journalism Elective	4	X		General Elective	3 to 4		
<i>Semester Total</i>				<i>Semester Total</i>			
15 to 16				15 to 16			

**Fourth Year**

Fall Semester				Spring Semester			
Credits	Major	Gen Ed		Credits	Major	Gen Ed	
COM 426 Laboratory Newspaper	4	X		COM 427 Managing Lab Newspaper	4	X	CAP
General Elective* 300/400	4	X		General Elective* 300/400	3 to 4		
General Elective* 300/400	3 to 4			General Elective* 300/400	4		
General Elective	3 to 4			General Elective	3 to 4		
<i>Semester Total</i>				<i>Semester Total</i>			
14 to 16				14 to 16			
<i>Apply for Spring graduation prior to Sep 9th</i>							
<i>Credit Total: 117 to 130 (minimum 128 required for degree)</i>							

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**Bachelor of Arts in Journalism and Promotional Communication**  
**Journalism Sequence**

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Cleveland State University  
College of Liberal Arts and Social Sciences  
Bachelor of Arts in Journalism and Promotional Communication  
Public Relations Sequence

**First Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C
Math/Quantitative Literacy	4		M/QL	Math/Quantitative Literacy	4		M/QL
ASC 101 Introduction to University Life	1		Intro	Natural Science Elective	3 to 4		NS
Arts & Humanities Elective	3 to 4		A&H	Natural Science Elective Lab	1		NS Lab
COM 101 Principles of Communication	4	X	SS	Arts and Humanities (outside the US/ALAAME)	3 to 4		A&H
<i>Semester Total</i>	<i>15 to 16</i>			<i>Semester Total</i>	<i>14 to 16</i>		

**Second Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
Natural Science Elective	3 to 4		NS	Social Science Elective(outside the US/ALAAME)	3 to 4		SS
Social Diversity Elective (AA)	3 to 4		DIV-AA	Social Diversity Elective (US)	3 to 4		DIV-US
COM 225 Media Writing	4	X	WAC	COM 226 Mass Media and Society	4	X	
Foreign Language Requirement (If needed)	5		CLASS	Foreign Language Requirement (If needed)	5		CLASS
<i>Semester Total</i>	<i>15 to 17</i>			<i>Semester Total</i>	<i>15 to 17</i>		

**Third Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
General Elective	3 to 4			COM 357 Principles of Public Relations	4	X	
COM 303 Communication Inquiry	4	X		COM 425 Editing & Graphics	4	X	
COM 350 Persuasion and Attitude Change	4	X		COM Public Relations Elective	4	X	
WAC/SPAC Elective 300/400	4		WAC	General Elective* 300/400	3 to 4		
<i>Semester Total</i>	<i>15 to 16</i>			<i>Semester Total</i>	<i>15 to 16</i>		

**Fourth Year**

Fall Semester	Credits	Major	Gen Ed	Spring Semester	Credits	Major	Gen Ed
COM 447 Public Relations Writing	4	X		COM 455 Communications & Campaigns	4	X	CAP
COM Public Relations Elective	4	X		General Elective* 300/400	3 to 4		
General Elective* 300/400	3 to 4			General Elective* 300/400	4		
General Elective* 300/400	3 to 4			WAC Elective	3 to 4		WAC
<i>Semester Total</i>	<i>14 to 16</i>			<i>Semester Total</i>	<i>14 to 16</i>		

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