

### GENERAL EDUCATION REQUIREMENTS

- IT 101 Information Technology
- EXP 1 Expository Writing I<sup>1</sup>
- EXP 2 Expository Writing II<sup>1</sup>
- Literature/Cinema/EMS<sup>2</sup>
- MA Mathematical Science I<sup>3</sup>
- MA Mathematical Science II<sup>3</sup>
- NASC Natural Science (4cr)
- Global Studies: GLS 100, 101, 102, 105 or 116
- HI History
- PH 101 Problems of Philosophy
- PS/SO Behavioral Science
- EC 111 Principles of Microeconomics
- EC 112 Principles of Macroeconomics
- FS 111 First Year Seminar (1cr)

### BUSINESS CORE REQUIREMENTS

- GB 110 Legal and Ethical Environment of Business
- GB 112 Tools & Concepts in Accounting & Finance
- GB 212 Practice & Applications in Acct. & Finance
- GB 213 Business Statistics
- GB 214 Marketing-Operations Fundamentals
- GB 215 Human Behavior and Organizations
- GB 310 Business Processes and Systems
- GB 320 General Business Field Project
- GB 410 Global Strategy

Office Notes:

**IMPORTANT NOTICE!** Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

### MAJOR REQUIREMENTS

- IDCC 370 Web Design I
- IDCC 240 Fundamentals of Visual Communication
- MC 341 Creative Industries
- MC 250, MC 260, MC 342, MC 345, MC 350
- IDCC IDCC Elective<sup>4</sup>
- IDCC IDCC Elective or Internship<sup>4,5</sup>
- EMS-Related Elective<sup>6</sup>
- EMS-Related Elective or Internship<sup>5,6</sup>

### ELECTIVES<sup>7, 8</sup>

- MA/NASE Math or Natural Science Elective
- Humanities/Social Science Elective
- Business Related Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Arts & Science Elective
- Unrestricted Elective
- Unrestricted Elective

### COURSE FOCUS REQUIREMENTS

- U.S. Diversity Intensive (D)
- International Intensive (I)
- Communication Intensive (C)
- Communication Intensive/Major (IDCC 370)

Approved Minor in \_\_\_\_\_

**Total credits required 122**

**Note: Transfer students with at least 15 credits in transfer will complete 121 credits.**

**All courses are 3 credits unless otherwise indicated.**

1. Placement in this course is determined by the English and Media Studies department.
2. Requirement may be fulfilled with any LIT/CIN/EMS or MLCH 402, MLFR 304, MLIT 304, MLSP 301, 404, or 405.
3. The Math sequence consists of either MA 123 & MA 126 or MA 131 & MA 139, depending upon departmental placement.
4. IDCC 250, IDCC 255, IDCC 340, IDCC 350, IDCC 360, IDCC 361, IDCC 375, IDCC 380, IDCC 385, IDCC 390 ("Web 3.0 and Beyond" and "Environmental Graphic Design" only), IDCC 421, or other course with approval of the IDCC Chair.
5. Only one internship may be applied to the major.
6. Any course from the following list, not used to fulfill another requirement for the major, can be used to complete the EMS-related elective: COM 321, COM 324, COM 328, LIT 312, LIT 313, LIT 314, MC 200, MC 220, MC 250, MC 260, MC 300, MC 321, MC 323, MC 342, MC 345, MC 350, MC 421, or other course with approval of the EMS Chair.
7. Elective guidelines are available on the Registrar's website.
8. An optional 12-credit minor program must be pre-approved by the appropriate academic department.

## **Creative Industries**

Creative industries are a major driver of global growth. Success in this rewarding arena requires mastery of vital advocacy and visibility tools to “break through the clutter” and reach intended audiences. Majors learn how historical and technological changes drive demand for new culture, and dissect how innovators build content, platforms or services. Courses immerse students in the specialized terminology, communication, and practices of industries that produce, promote, and distribute creative work. This highly interactive major offers flexibility and customization — a hallmark of all successful creative industries. A variety of offerings and open elective slots help you tailor your academic experience to your interests and your future.

The Creative Industries major prepares you for careers in:

- Social Media Strategy
- Media Advertising
- Sports PR
- Digital Media Strategy
- Media Distribution
- Entertainment PR
- Digital Publishing
- Promo Production
- Social TV
- Interactive Multimedia
- Music Industry Promotion
- Entertainment News Media
- Distribution Marketing
- Media Planning
- Game Management and Promotion
- Web Design
- Sound Design
- User Interface Design

**Creative Industries major prerequisite structure:**

<b>Courses</b>	<b>Prerequisites</b>
<b>IDCC 370</b>	EXP 1
<b>IDCC 240</b>	EXP 1
<b>MC 341</b>	
<b>MC 250, MC 260, MC 342, MC 345, MC 350</b>	
<b>IDCC Elective</b>	EXP 1
<b>IDCC Elective/Internship</b>	EXP 1
<b>EMS–Related Elective</b>	vary by course
<b>EMS–Related Elective/Internship</b>	vary by course

- Only one internship may be used to apply to the major.
- MC 421 and IDCC 421 Internship courses require junior or senior standing and permission of the department internship coordinator.