

**Sample Four-Year Sequence for EMAC Major  
Marketing Communication and Design Concentration: 124 credits**

<b>Freshman Year</b>					
<b>Fall Semester</b>			<b>Spring Semester</b>		
MATH-1500	Cal for Arch/MGMT/HASS	4	MATH-1620	Contemporary Math Ideas in Soc.	4
ARTS-1020	Media Studio Imaging	4	ARTS-1030	Digital Filmmaking	4
COMM-1510	Intro to COMM Theory & Practice	4	COMM-2610	Intro to Visual Communication	4
CSCI-1010 CSCI-1100	Intro to Comp Program or Intro to Computer Science	4		Science Elective	4
<b>Sophomore Year</b>					
<b>Fall Semester</b>			<b>Spring Semester</b>		
	EMAC Writing Elective	4		EMAC Art History Elective	4
	Math or Science Elective	4		Math or Science Elective	4
	Intermediate Course	4		Intermediate Course	4
	HASS Humanities Elective	4		HASS Humanities Elective	4
<b>Summer Arch &amp; Junior Year</b>					
<b>Summer Arch Semester</b>			<b>Fall or Spring Semester*</b>		
	HASS Social Sci Elective	4		Intermediate Course	4
	Free Elective	4		Intermediate Course	4
	Free Elective	4		HASS Social Science Elective	4
				Free Elective	4
<b>Senior Year</b>					
<b>Fall Semester</b>			<b>Spring Semester</b>		
	Advanced Course	4		Advanced Course	4
	Advanced Course	4	COMM-4350	Creative Seminar II	4
COMM-4340	Creative Seminar I	4		HASS Depth Elective	4
	HASS Depth Elective	4		Free Elective	4

## **EMAC Concentration: Marketing Communication and Design**

### **Writing Course (4 credits) (Select one):**

WRIT 1110 - Writing for Classroom and Career (ci)  
WRIT 2110 - Rhetoric and Writing (ci)  
WRIT 4170 Writing for Promotion and Marketing  
WRIT 4550 - Proposing and Persuading (ci)

### **Art History or Theory Course (4 credits) (Select one):**

ARTS 1050 - Art History  
ARTS 2540 - The Multimedia Century (ci)  
ARTS 4130 - New Media Theory (ci)  
ARTS 4960 - Topics in the Arts

### **Intermediate Courses (16 credits)**

MGMT 2430 Marketing Principles (Required)

### ***And select three courses (at least one from ARTS and one from COMM):***

ARTS 2010 - Intermediate Video  
ARTS 2040 - Intermediate Digital Imaging  
ARTS 2220 - Fundamentals of 2-D Design  
COMM 4460 - Visual Design: Theory and Application  
COMM 4570 - Typography  
COMM 4660 - Visual Literacy

### **Advanced Courses (12 credits)**

#### ***Select one:***

MGMT 4490 Advertising Strategies and Promotions  
MGMT 4470 Marketing Research

#### ***And select two courses:***

ARTS 4860 - Advanced Digital Imaging  
ARTS 4080 - Art, Community, and Technology  
ARTS 4630 - Writing and Directing for Video  
COMM 4300 - Communication Internship  
COMM 4400 - Cross-Cultural Media: Analysis and Application  
COMM 4470 - Information Design  
COMM 4580 - Advertising and Culture  
COMM 4650 - Marketing Communication Design  
COMM 4690 - Interface Design: Hypermedia Theory and Application  
COMM 4730 - Graphic Design for Corporate Identity (ci)  
COMM 4660 - Visual Literacy