

**Department of Human Ecology**  
**Fit Advertising And Marketing Communications Option**  
**Recommended Course Sequence**  
**2011-2013**

**Freshman Year**

Sem.	Grade	Fall Semester		
		HUEC 100*	First Year Experience Sem	1
		HUEC 101*	Prin. of Art & Design + Lab	3
		ENGL 101	Basic Composition I	3
		SOCI 101	Introduction to Sociology	3
			Gen Ed. Req. Area I*	3
		BUED 212	Comp. Concepts & Appl. I or	3
				<b>16</b>

**Junior Year**

Sem.	Grade	Fall Semester		
		AC 111	Advertising & Promotion	3
		AC 114	Marketing for IMC	3
		AC 141	Journalism	3
		AC 171	Mass Communication	3
		FM 114	Intro to Fashion Industry	3
		CD 122	Digital Layout I	2
				<b>17</b>

**Spring Semester**

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
				<b>16</b>

**Spring Semester**

Sem.	Grade	Spring Semester		
		AC 222	Sales Promotion	3
		AC 231	Advertising Copywriting	3
		AC 271	Audiences & Media	3
		AC 272	Research Methods in IMC	3
		AC 221	Publicity Workshop	3
		IC 298/498	Internship (HUEC 399, 400)	4
				<b>19</b>

**Sophomore Year**

Sem.	Grade	Fall Semester		
		ACCT 201	Introductory Financial Acct.	3
		ENGL 203	Fund. of Contemporary Speech	3
		PSYC 200	Introduction to Psychology I	3
		ECON 202	Principles of Economics II	3
		BUAD 132	Introduction to Business	3
			Gen. Ed. Req. Area III*	3
				<b>18</b>

**Senior Year**

Sem.	Grade	Fall Semester		
		BUAD	Elective (300/400 level)	3
		HUEC 409	Post-Internship Seminar	1
		HUEC 370	Professional Development	2
		FMCT 341	Fashion Buying & Merch.	3
		HUEC 310	Resource Management	3
		FMCT 381	Textiles I	3
		FMCT 441	Visual Merchandising	3
				<b>18</b>

**Spring Semester**

Sem.	Grade	Spring Semester		
		BUAD 302	Mgmt. & Organizational Behavior	3
		BUAD	Elective (300/400 level)	3
		FMCT 300	Historic Costumes	3
		MKTG 308	Principles of Marketing	3
		FMCT 361	Apparel Const./Evaluation	3
				<b>15</b>

**Spring Semester**

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
				<b>18</b>

**\*Must Register for These Courses First**

**Total Credits Required: 137**

**NOTE: Must pass ACCT 201 and ECON 202 with "C" or better in Business Minor Pre-requisites.**

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