Communications & Marketing

NAME______________________________

*** 120 Total Hours Required for Graduation ***
45 hours must be at the 300 level or above

GENERAL COURSES

ASI 101 Found in ASI (freshman) — OR — 1
GENAG 200 Topics in Ag (transfer) 0
BIOL 198 Principles of Biology 4
CHM 110 General Chemistry 3
CHM 111 Gen Chemistry Lab 1
COMM 105 Public Speaking 1A 2
COMM 106 Public Speaking 1 3
ENGL 100 Expository Writing I 3
ENGL 200 Expository Writing II 3
MATH 100 College Algebra 3

MARKETING & BUSINESS

MKTG 400* Intro to Marketing (Select 9 hours of electives) 3
ACCTG 231 Acctg Business Ops 3
ACCTG 241 Acctg Inv & Fin 3
AGEC 515 Food & Agbus Mkgt 3
AGEC 535 Agriculture Sales 3
MKTG 450 Consumer Behavior 3
MKTG 542* Prof Selling & Sales 3
MKTG 544 International Mkgt 3
MKTG 550* Business Marketing 3
MKTG 560* Sales Management 3
MKTG 570* Advanced Selling 3
MKTG Any course 3

*Completion meets requirements for the Professional Strategic Selling Certificate.

COMP/MATH/STAT

(Select 9 hours of electives)

(3 Minimum hours)

ASI 290 Micro Computer Appl 3
CIS Any Course 3
MATH 150 to 799 3
STAT 325 Intro to Statistics — OR — 3
STAT 340 Biometrics I — OR — 3
STAT 350 Business Econ Stat 3

HUMANITIES/SOCIAL SCIENCE

ECON 110 Prin Macroeconomics 3

(Select 9 hours of electives)

(3 Minimum 6 hours)

Course list on the back.

AGCOM 210 Layout & Design 3
MC 110 Mass Comm in Society 3
MC 130 Writing Conv & Mech 1
MC 466 Law of Mass Comm 3

(Select From)

AGCOM 110 Introduction to Ag Comm 2
MC 131 Media Writing Styles & Platforms 1
MC 132 Media Writing Perspectives 1

JOURNALISM AND MASS COMMUNICATION

THEMATIC SEQUENCE

Please use chart on back page for track.

(Select 1)

MC 120 Principles of Advertising 3
MC 160 Principles of Journalism 3
MC 180 Principles of Public Relations 3

Select one 3 hour course from each:

MC 200-level
MC 300 level
MC 400-level or above

COMMUNICATIONS ELECTIVE OUTSIDE OF MC

(3 Minimum 3 hours)

(See Subject Catalog Number)

AGCOM 310 to 799
COMM 311 to 799
ENGL 417, 510, 516

K-STATE 8 REQUIREMENTS

- Each student must successfully complete credit-bearing courses/experiences to cover all of the K-State 8 areas.
- A minimum of four different course prefixes (e.g., AGEC, MATH, FSHS, COMM) must be represented.
- When a course is tagged for two K-State 8 areas, the student must count that course toward both areas.

Animal Sciences & Industry
KANSAS STATE UNIVERSITY
College of Agriculture
Journalism and Mass Communications Thematic Sequence - Select a track from below to follow:

<table>
<thead>
<tr>
<th>Track</th>
<th>Advertising</th>
<th>Journalism</th>
<th>Photojournalism</th>
<th>Public Relations</th>
<th>Strategic Communications</th>
</tr>
</thead>
<tbody>
<tr>
<td>100-level MC Course Select 1</td>
<td>MC 120</td>
<td>MC 160</td>
<td>MC 120, 160, 180</td>
<td>MC 180</td>
<td>MC 120, 180</td>
</tr>
<tr>
<td>200-level MC Course Select 1</td>
<td>MC 221</td>
<td>MC 200, 211</td>
<td>MC 200, 210, 221, 280</td>
<td>MC 280</td>
<td>MC 221, 280</td>
</tr>
<tr>
<td>300-level MC Course Select 1</td>
<td>MC 316, 331, 340, 341, 370, 396</td>
<td>MC 316, 340, 341, 370, 396</td>
<td>MC 331</td>
<td>MC 380, 396</td>
<td>MC 360, 370</td>
</tr>
</tbody>
</table>

Meeting ASI COMM requirements qualifies the student for a minor in Journalism and Mass Communications. Sign up at the AQ Miller School of Journalism and Mass Communications in 105 Kedzie Hall.

Humanities/Social Science Courses: (Max 3 hrs from participatory courses. Must be taken from more than one department.)
- American Ethnic Studies – AMETH 160 to 501
- Anthropology – Any course
- Architecture – ARCH 301
- Art – Any course
- Dance – DANCE 120 to 200, 225 to 420, 495 to 690
- Engineering – DEN 325, 450
- Economics - ECON 300 to 799
- English – ENGL 150, 210 to 299, 310, 320 to 399, 420 to 499, 536 to 599, 605 to 660, 670 to 695, 700 to 760, 790 to 799
- Environmental Design – ENVD 250, 251
- Family Studies and Human Services – Any course
- Geography – GEOG 100, 200, 201, 300 to 799 NOT 321

Ag Courses: (1-hour courses do not apply)
- Ag Economics – Any course
- Ag Technology Management – Any course
- Agronomy – Any course
- Animal Science 660 – Study Abroad
- Horticulture – Any course
- Plant Pathology – Any course
- General Agriculture – GENAG 210-505

Upper Level ASI Electives:

Minimum of 9 hours with 6 hours ≥ 500, no more than 3 hours from ASI 561, 599, 660, or 661.

ASI 310 Poultry and Poultry Product Evaluation
ASI 315 Livestock and Meat Evaluation
ASI 320 Principles of Feeding
ASI 325 Beginning Horse Evaluation
ASI 326 Advanced Horse Evaluation
ASI 333 Equine Enterprise Management
ASI 345 Beginning Horse Training and Mgmt
ASI 350 Meat Science
ASI 361 Meat Animal Processing
ASI 370 Principles of Meat Evaluation
ASI 385 Wool Grading and Evaluation
ASI 395 Intermediate Horse Training & Mgmt
ASI 396 Dairy Cattle Judging
ASI 401 Farm Animal Reproduction Laboratory
ASI 402 Calving
ASI 403 Foaling
ASI 404 Lambing
ASI 405 Fundamentals of Milk Processing
ASI 420 Advanced Dairy Cattle Judging
ASI 422 Livestock Sales Management
ASI 444 Equine Health
ASI 445 Advanced Horse Training and Mgmt
ASI 450 Principles of Livestock Selection
ASI 470 Form and Function in Livestock
ASI 495 Advanced Meat Evaluation
ASI 502 Principles of Equine Reproductive Mgmt
ASI 504 Equine Reproduction Management
ASI 510 Animal Breeding Principles
ASI 512 Bovine Reproductive Technologies
ASI 515 Beef Science
ASI 520 Companion Animal Management
ASI 521 Horse Science
ASI 524 Sheep and Meat Goat Science
ASI 535 Swine Science
ASI 540 Principles of Animal Disease Control
ASI 561 Undergraduate Research in ASI
ASI 563 Veterinary Field Training
ASI 565 Animal Sciences and Industry Problems
ASI 566 International Study Exp in Animal Science
ASI 580 Animal Science Internship
ASI 600 Applied Animal Biotechnology
ASI 601 Endocrinology and Lactation
ASI 602 Equine Breeding and Genetics
ASI 604 Animal Reproduction Management
ASI 606 Dairy Foods Processing & Technology
ASI 610 Processed Meat Operations
ASI 620 Beef Systems Management
ASI 621 Dairy Cattle Management
ASI 625 Animal Reproduction Management
ASI 627 Advanced Animal Breeding
ASI 628 Embryology
ASI 629 Reproductive Management
ASI 635 Gamebird Production and Management
ASI 640 Poultry Products Technology
ASI 645 Poultry Management
ASI 650 ID and Data Mgmt of Food Animals
ASI 655 Behavior of Domestic Animals
ASI 658 Animal Growth and Development
ASI 660 International Study Exp in Animal Science
ASI 661 Animal Sciences and Industry Problems
ASI 662 Special Topics in Animal Science
ASI 663 Comparative Animal Science
ASI 664 Nutrition of Feedlot Cattle
ASI 675 Monogastric Nutrition
ASI 676 Avian Nutrition
ASI 677 Companion Animal Nutrition
ASI 678 Equine Nutrition
ASI 679 Swine Nutrition
ASI 680 Ruminant Nutrition
ASI 681 Dairy Cattle Nutrition
ASI 682 Formulation of Livestock and Poultry Diets
ASI 683 Grazing Livestock Nutrition
ASI 684 Nutrition of Feedlot Cattle
ASI 685 Stored Forage Sys for Rum Animals
ASI 695 Principles of Equine Exercise Physiology
ASI 710 Physiology of Repro in Farm Animals
ASI 720 Anaerobic Bacteriology
ASI 741 Quant Genetics Appl of Matrix Algebra
ASI 742 CyberSheep: A Genetic Simulation Game
ASI 749 Advanced Animal Breeding
ASI 776 Meat Industry Technology
ASI 777 Meat Technology
DMP 610 Feedlot Health Systems
DMP 611 Cow/Calf Health System

One course cannot be used to fulfill multiple requirements; must select ASI electives not used elsewhere in curriculum.