

Bachelor of Fine Arts in Art & Design, Interactive Media and Marketing (BFA)

Suggested Plan of Study

2020-2021 Catalog

Fall - Semester 1		Spring - Semester 2	
ENGL 1113 Composition I	3	ENGL 1123 Composition II	3
Mathematics (MATH 1023, MATH 1045, MATH 1053 or MATH 1525)	3	ART 1113 Drawing II or ART 1033 Concept Art	3
ART 1013 Drawing I	3	HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3
ART 1043 Two-Dimensional Design	3	SPCH 1113 Introduction to Public Speaking or Foreign Language	3
ART 2123 Graphic Software Applications	3	HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3
GSTD 1002 Freshman Seminar	2		
Total Semester Hours	17	Total Semester Hours	15
Fall - Semester 3		Spring - Semester 4	
ART 2003 Intro to Communication Design	3	World Literature I/II (ENGL 2213 or ENGL 2223)	3
ART 2143 Art History I	3	ART 2043 Layout & Production or ART 3053 Animation I	3
ART 2133 Basic Digital Photography	3	DC 2333 Fundamentals of Digital Cinema	3
Biology Science choice/Lab (BIOL 1043/1041 or BIOL 1203/1201)	4	ART 3123 Art History II or ART 4033 History of Modern Art	3
ART 2163 Introduction to Typography	3	SPCH 1113 Introduction to Public Speaking or Foreign Language	3
Total Semester Hours	16	Total Semester Hours	15
Fall - Semester 5		Spring - Semester 6	
Physical Science choice/Lab (CHEM 1013/1011, CHEM 1023/1021, CHEM 1133/1131, GEOL 1003/1001, PHSC 2023/2021, PHYS 2003/2001, PHYS 2133/2131, or PHYS 2203/2201)	4	Select 1 course from the following list: ART 3083 Advanced Typography, ART 3223 Illustration, ART 4053 Package Design, or ART 4353 Multimedia and Web Design II	3
MKTG 3033 Principles of Marketing	3	MKTG 4053 Integrated Marketing Communication	3
MCOM 1003 Intro to Mass Communication	3	Select 1 course from the following list: ART 3083 Advanced Typography, ART 3223 Illustration, ART 4053 Package Design, or ART 4353 Multimedia and Web Design II	3
ART 3353 Multimedia and Web Design I or	3	ART 3333 Advanced Communication Design	3
Fine Arts/Humanities (HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403 or THEA 2003)	3	Select 1 course from the following list: MGMT 4023 Entrepreneurship, MKTG Consumer Behavior, MKTG 3103 Selling and Sales Management, or MKTG 4043 Retailing	3
Total Semester Hours	16	Total Semester Hours	15
Fall - Semester 7		Spring - Semester 8	
Fine Arts/Humanities (HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403 or THEA 2003)	3	Select 1 course from the following list: MGMT 4023 Entrepreneurship, MKTG Consumer Behavior, MKTG 3103 Selling and Sales Management, or MKTG 4043 Retailing	3
FIN 2003 Personal Finance	3	3 hrs upper level MCOM, MM, or DC	3
MM 2003 Reporting and Writing for the Mass Media	3	3 hrs upper level MCOM, MM, or DC	3
MKTG 3413 Social Media for Business	3	ART 4132 Senior Capstone Review	2
Select 1 course from the following list: MGMT 4023 Entrepreneurship, MKTG Consumer Behavior, MKTG 3103 Selling and Sales Management, or MKTG 4043 Retailing	3		
Total Semester Hours	15	Total Semester Hours	11

Total hours required for major – 120

*Note: Must have six hours of history/government. Three hours must be World History I or II. Three hours must be U.S. History I, U.S. History II or American