



Corporate Communication Checksheet - Traditional

STUDENT _____

STU ID _____

REQUIRED COURSES

Completed Credits

BUS 203 Principles of Marketing

BUS 334 Teamwork and Negotiation

BUS 360 Business Research

BUS 416 Managing Financial Resources

BUS 482 Consumer Behavior

BUS 483 Integrated Marketing Communications (capstone)

COM 101 Introduction to Media Writing

COM 210 Social Media

COM 319 Advertising and Analytics

COM 331 Public Relations

COM 375 Event Planning

COM 401 Writing for the Web OR
COM 261 Web Page Design

COM 461 Communication Arts Practicum OR
BUS 461 Business Practicum

DMA 101 Graphic Design

CST 130 (C or better) OR 70% on Challenge Exam