Bayan College

DIPLOMA STUDY PLAN, ADVERTISING MAJOR

		General Education Requirement Courses (30 Credit Hours)		
			Prerequisite	
1	ENGL 104	English Composition I		3
2	ENGL 105	English Composition II	ENGL 104	3
3	COM 114 or COM 501	Fundamentals of Speech Communication Interpersonal Skills		3
4	SCI 114 or COM 101	Introduction to Life Science Introduction to Communication		3
5	PSY 120	Elementary Psychology		3
6	PHIL 101 or PHIL 120 or PHIL 324 or COM100	The History of Philosophy Critical Thinking Ethics of the Professions Introduction to Research Methods		3
7	POL 202 or POL 130	Introduction to Political Thinking Introduction to International Relations		3
8	ECON 210	Principles of Economics		3
9	HIST 309 or HIST 104 or HIST 110	The Middle East Introduction to the Modern World History and Society of Oman		3
10	ARAB 101 or ENGL 231	Arabic Language Skills (only for Arabic Speakers) Introduction to Literature	ENGL 104	3
ADVERTISING MAJOR (36 Credit Hours)				
11	COM 256	Introduction to Advertising	COM 114	3
12	THTR 201 or A&D 255 or COM 200	Theater Appreciation Art Appreciation Introduction to Graphic Design		3
13	COM 331	Audio Production	COM 201	3
14	COM 332	Television Production	COM 331	3
15	COM 429	Advertising Campaigns	COM 201, 443 OR COM 446	3
16	MGMT 224	Principle of Marketing		3
17	COM 202	Media Technology "Electronic Media"	COM 201	3
18	ENGL 435	Topics in Writing for Interactive Digital Media		3
19	COM 318	Principles of Persuasion		3
20	COM 203	Omani Media		3
21	COM 201	Introduction to Media Studies		3
22	COM 334	Journalism for the Electronic Media		3
2 Elective Courses (6 Credit Hours)				
23				3
24				3