Bayan College

BA STUDY PLAN, ADVERTISING MAJOR

		General Education Requirement Courses (30 Credit Hours)		
			Prerequisite	3
1	ENGL 104	English Composition I		
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 COM 100	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
		DEPARTMENT COURSES (36 Credit Hours)		
11	COM 007	Media Education (Literacy)		
12	COM 201	Introduction to Media Studies		3
13	THTR 201 or A&D 255 or COM 200	Theater Appreciation Art Appreciation Introduction to Graphic Design		3
14	COM 203	Omani Media		3
15	COM 250	Mass Communication & Society		3
16	COM 255	Introduction to News Reporting & Writing	ENGL 105	3
17	COM 300	Introduction to Research in Communication	COM 114	3
18	A&D 222	Introduction to Photography		3
19	COM 403	Media Ethics	COM 201 + COM 250	3
20	COM 490	Internship In Communication		3
21	COM 202	Media Technology "Electronic Media"		3
22	ENGL 435	Topics in Writing for Interactive Digital Media		3

		MAJOR COURSES (42 Credit Hours)		
23	COM 256	Introduction to Advertising	COM 114	3
24	COM 302	Publication Design		3

25	COM 331	Audio Production	COM 201	3
26	COM 332	Television Production	COM 331	3
27	COM 429	Advertising Campaign	COM 201, 443 or COM 446	3
28	COM 443	Advertising Media	COM 201	3
29	COM 446	Advertising Management	COM 201	3
30	MGMT 101or MGMT 421	Introduction to Business Promotion Management	MGMT 224	3
31	MGMT 224	Principles of Marketing		3
32	MGMT 424	Consumer Behavior		3
33	A&D 204	Graphic Arts: Digital Imaging		3
34	A&D 290	Special Topics in Art and Design		3
35	COM 008	Graduation Project I		3
36	COM 009	Graduation Project II		3
Elective Courses (18 Credit Hours)				
37				3
38				3
39				3
40				3
41				3
42				3