

# Graphic Communications Major Requirement

Revised 10/2011

Major Requirements are to be selected from the courses listed below. These are to be approved by the student's advisor in relation to the student's needs and goals. Alternative proposals may be submitted in writing, not to exceed two pages, through the student's faculty advisor, for review by the Graphic Communications Department Curriculum Committee. Students transferring into GC from other majors or from other institutions should have previous courses evaluated immediately upon transferring to determine if any will be acceptable as Major Requirements for the GC curriculum. All deviations from this list must be approved through the standard written process-ideally, prior to enrolling in proposed alternate.

## Graphic Communication - *GC Technical*

GC 199,299,399,499 Creative Inquiry (up to 6 total).....	1-3(1-3,0)
GC 407 Advanced Flexographic Methods.....	4(2,6)
GC 445 Advanced Screen Printing Methods.....	3(2,3)
GC 451 Special Projects in Graphic Comm.....	1-6(0,3-18)
GC 455 Advanced Graphic Comm. Internship.....	1(0,3)
GC 490 Graphic Communications Selected Topics.....	1-3(1-3,0)
GC 801 Process Control in Color Reproduction.....	3(2,3)
GC 811 Printing Industry Operations.....	3(2,3)

## Packaging Science - *Will count for GC Technical*

∞PKGSC 202 Packaging Materials and manufacturing.....	4(3,3)
∞PKGSC 204 Container Systems(Rigid and Flexible).....	3(3,0)
∞PKGSC 206 Container Systems Laboratory.....	1(0,3)
PKGSC 320 Package Design Fundamentals.....	3(2,3)
PKGSC 430 Converting for Flexible Packaging.....	3(1,6)
PKGSC 368 Package and Society.....	3(3,0)
PKGSC 401 Packaging Machinery.....	3(3,0)
PKGSC 404 Mechanical Properties of Packages.....	3(3,0)
PKGSC 420 Package Design and Development.....	3(3,0)
PKGSC 454 Package Evaluation Laboratory.....	2(0,6)

## Sales/Marketing/Advertising

MKT 302 Consumer Behavior.....	3(3,0)
MKT 321 Sports Marketing.....	3(3,0)
MKT 420 Professional Selling.....	3(3,0)
MKT 423 Promotional Strategy.....	3(3,0)
MKT 424 Sales management.....	3(3,0)
MKT 426 Business-to-Business Marketing.....	3(3,0)
MKT 428 Services Marketing.....	3(3,0)
MKT 450 Strategic Marketing management.....	3(3,0)
MKT 427 International Marketing.....	3(3,0)
MKT 430 Marketing Product management.....	3(3,0)
MKT 431 Marketing Research.....	3(3,0)
MKT 443 Advertising Strategies.....	3(3,0)
ENGL 490 Adv. Technical & Business Writing.....	3(3,0)
or ENGL 495 Technical Editing.....	3(3,0)
COMM 305 Persuasion.....	3(3,0)
AP EC 351 Principles of Advertising.....	3(3,0)

## Leadership and Entrepreneurship

ELE 301 Executive Leadership & Entrepreneurship I.....	3(2,3)
ELE 314/MKT 314 New Venture Creation I.....	3(3,0)
ELE 315/MGT 315 New Venture Creation II.....	3(3,0)
ELE 356/SOC 356 Sociology of Entrepreneurship.....	3(3,0)
ELE 401 Executive Leadership & Entrepreneur II.....	3(2,3)
ELE 499 Executive Leadership & Entrepreneur III.....	3-6(1-3,6-12)
SOC 235 Introduction to Leadership.....	3(3,0)

## Military Science

M L 101 Leadership Fundamentals I.....	2(2,1)
M L 102 Leadership Fundamentals II.....	2(2,1)
M L 103 Becoming a Leader.....	3(3,0)

## Aerospace Studies

A S 109 Air Force Today I.....	2(1,2)
A S 110 Air Force Today II.....	2(1,2)

## Foreign Languages

A two semester sequence of one language, up to 8 hours, may be counted as Major Requirements. Choose from French 101 and 102, German 101 and 102, Italian 101 and 102, Japanese 101 and 102, Russian 101 and 102, Chinese 101 and 102, Spanish 101, 102, or 104 or ASL 101 and 102. Both courses must be completed to be accepted as GC Major Requirements.

## Creative Arts

ART 103 Visual Arts Studio.....	3(0,6)
ART 105 Foundation Drawing I.....	3(0,6)
ART 215 Beginning Graphic Design.....	3(0,6)
ART 315 Graphic Design.....	3(0,6)
ART 321 New Media Art II.....	3(0,6)

## Business

### Management

ACCT 307 Managerial Accounting.....	3(3,0)
CP SC 161 Introduction to Visual Basic Programming.....	3(2,2)
CP SC 220 Microcomputer Applications.....	3(3,0)
CP SC 231 Introduction to Computer Organization.....	4(3,2)
I E 210 Design and Analysis of Work Systems.....	4(3,3)
I E 384 Engineering Economic Analysis.....	3(3,0)
I E 386 Production Planning and Control.....	3(3,0)
I E 460 Quality Improvement Methods.....	3(3,0)
I E 462 Six Sigma Quality.....	3(3,0)
I E 487 Industrial Safety.....	3(3,0)
*LAW 322 Legal Environment of Business.....	3(3,0)
LAW 420 International Business Law.....	3(3,0)
†MGT 310 Intermedia Business Statistics.....	3(3,0)
MGT 312 Decision Models for Management.....	3(3,0)
MGT 317 Logistics Management.....	3(3,0)
†MGT 318 Management Information System.....	3(3,0)
†MGT 390 Operations management.....	3(3,0)
MGT 400 Management of Organizational Behavior.....	3(3,0)
MGT 402 Operations Planning and Control.....	3(3,0)
MGT 404 Advanced statistical Quality Control.....	3(3,0)
MGT 408 Lean Operations.....	3(3,0)
MGT 411 Project Management.....	3(3,0)
MGT 414 Statistical Analysis.....	3(3,0)
MGT 415 Business Strategy.....	3(3,0)
MGT 416 Management of Human Resources.....	3(3,0)
MGT 422 Small Business Management.....	3(3,0)
MGT 423 International Business Management.....	3(3,0)
MGT 424 Global Supply Chain Management.....	3(3,0)
MGT 427 Managing Continuous Improvement.....	3(3,0)
MGT 431 Employee Diversity, Rights&Responsibility.....	3(3,0)
MGT 455 Emerging Information Technology Trends in Business.....	3(3,0)
MGT 456 Business Information Management.....	3(3,0)
PHIL 344 Business Ethics.....	3(3,0)

PRTM 445 Conference Convention Planning and Management.....	3(3,0)
SOC 201 Introduction to Sociology.....	3(3,0)
SOC 330 Work and Careers in Society.....	3(3,0)
SOC 430 Sociology of Organizations.....	3(3,0)

## Communications

COMM 305 Persuasion.....	3(3,0)
COMM 348 Interpersonal Communications.....	3(3,0)
COMM 350 Small Group and Team Communications.....	3(3,0)
COMM 361 Argumentation and Debate.....	3(3,0)
COMM 364 Organizational Communication.....	3(3,0)
PSYCH 330 Motivation.....	3(3,0)

## Finance

CP SC 220 Microcomputer Applications.....	3(3,0)
CP SC 231 Introduction to Computer Organization.....	3(3,0)
FIN 306 Corporation Finance.....	3(3,0)
Maximum of 6 hours Approved Electives in Economics	
*ECON 212 Principles of Macroeconomics.....	3(3,0)
ECON 301 Economics of Labor.....	3(3,0)
ECON 302 Money and Banking.....	3(3,0)
ECON 306/MGT 306 Managerial Economics.....	3(3,0)
ECON 307 Arbitration.....	3(3,0)
ECON 309 Government and Business.....	3(3,0)
ECON 310 International Economy.....	3(3,0)
ECON 314 Intermediate Microeconomics.....	3(3,0)
ECON 319 Environmental Economics.....	3(3,0)
ECON 321/ELE 321 Economics of Innovation.....	3(3,0)
ECON 402 Law and Economics.....	3(3,0)
EX ST 311 Introductory Statistics II.....	3(2,2)
EX ST 411 Statistical Methods for Process Devel.&Control.....	3(3,0)
Student may select one of the following PSYCH courses:	
PSYCH 368 Organizational Psychology.....	3(3,0)
PSYCH 369 Leadership in Organizational Settings.....	3(3,0)

## Science, Math, Engineering, & Environmental Science

Any BIOL, CH, or PHYS accepted in <b>Gen.Ed.</b> (limit 4 credit hours)	
MTHSC 206 Calculus of Several Variables.....	4(4,0)
-or MTHSC 207 Multivariable Calculus.....	3(3,0)
General Engineering	
E G 208 Engineering Graphics and Machine Design.....	2(1,3)
E G 209 Introduction to Engineering/Computer Graphics.....	2(1,3)
ENGR 120 Engineering Problem Solving.....	3(1,4)
ENGR 130 Engineering Fundamentals.....	2(1,2)
ENGR 141 Programming and Problem Solving.....	3(2,2)
CME 210 Introduction to Materials Science.....	3(3,0)
Environmental Science and Policy	
Student may select one of the following EN SP courses:	
EN SP 400 Studies in Environmental Science.....	2(3,0)
EN SP 472 Environmental Planning and Control.....	2(2,0)

## Leisure Skills

Any LS course will count toward 1 credit hour of Major Requirements.

## Minors

For a complete listing of Minors, check the Undergraduate Announcements

A minor is not required with a GC major; however, students may choose to declare one minor. Suggestions of additional courses you need to take in addition to those already required by the GC Curriculum Committee.

\* = Minor in Business Administration = A minor in Business Administration requires ECON 212, FIN 306, LAW 322

† = Minor in Management = requires MGT 307, 310,318,390

∞ = Minor in Packaging Science = PKGSC 202, 204, and 206, plus four credits selected from FD SC 401, 402, FOR 441, 442, 443, PKGSC 320, 368, 401, 416, 420, 430, 440, 454, 464