Communications & Marketing

NAME ________________________________

*** 120 Total Hours Required for Graduation ***
45 hours must be at the 300 level or above

GENERAL COURSES
ASI 101 Found in ASI (freshman) or- 1
GENAG 200 Topics in Ag (transfer) 0
Biol 198 Principles of Biology 4
Chm 110 General Chemistry 3
Chm 111 Gen Chemistry Lab 1
Comm 105 Public Speaking 1A or 2
Comm 106 Public Speaking 1 3
Engl 100 Expository Writing I 3
Engl 200 Expository Writing II 3
Math 100 College Algebra 3

MARKETING & BUSINESS
Mktg 400* Intro to Marketing 3
(Select 9 hours of electives)
Acctg 231 Acctg Business Ops 3
Acctg 241 Acctg Inv & Fin 3
Agec 515 Food & Agbus Mktg 3
Agec 535 Agriculture Sales 3
Mktg 450 Consumer Behavior 3
Mktg 544 International Mktg 3
Mktg Any course

Sales 542* Prof Selling & Sales 3
Sales 555* Sales Technology 3
Sales 560* Sales Management 3
+ 3 hours of elective courses * 3
* Completion meets requirements for Professional Strategic Selling Certificate, check College of Business website for elective course options and certificate details

COMP/MATH/STAT
(Minimum 3 hours)
Asi 290 Micro Computer Appl 3
Cis Any Course
Math 150 to 799 3
Stat 325 Intro to Statistics –OR- 3
Stat 340 Biometrics I –OR- 3
Stat 350 Business Econ Stat 3

HUMANITIES/SOCIAL SCIENCE
Econ 110 Prin Macroeconomics 3
(Minimum 6 hours)
Course list on the back.

AGRICULTURE
2 courses from 2 other AG depts. Not AGCOM.
(Minimum 5 hours-1 hr courses do not apply)
Course list on the back.

COMMUNICATIONS
(Core Required)
AGCOM 210 Layout & Design 3
Mc 110 Mass Comm in Society 3
Mc 130 Writing Conv & Mech 1
Mc 466 Law of Mass Comm 3

(Select From)
AGCOM 110 Introduction to Ag Comm or 2
Mc 131 Media Writing Styles & Platforms 1
Mc 132 Media Writing Perspectives 1

JOURNALISM AND MASS COMMUNICATION
THEMATIC SEQUENCE
Please use chart on back page for track.
(Select 1)
Mc 120 Principles of Advertising 3
Mc 160 Principles of Journalism 3
Mc 180 Principles of Public Relations 3

Select one 3 hour course from each:
Mc 200 or 280
Mc 300 level
Mc 400-level or above

COMMUNICATIONS ELECTIVE OUTSIDE OF MC
(Minimum 3 hours)
AGCOM 310 to 799
Comm 311 to 799
Engr 417, 510, 516

K-STATE 8 REQUIREMENTS
• Each student must successfully complete credit-bearing courses/experiences to cover all of the K-State 8 areas.
• A minimum of four different course prefixes (e.g., Agec, Math, Fshs, Comm) must be represented.
• When a course is tagged for two K-State 8 areas, the student may count that course toward both areas.

ANIMAL SCIENCE
(Core Required)
ASI 102 Prin Animal Science 3
ASI 318 Fund Nutrition 3
ASI 400 Farm Animal Reproduction 3
ASI 480 Asi Career Prep 1
ASI 500 Genetics 3
ASI 533 Anatomy & Physiology 4

(Introductory Lab-Select 1)
ASI 105 Animal Science Lab 1
ASI 106 Dairy/Poultry Lab 1
ASI 107 Comp Anml Horse Lab 1

(Animal Products-Select 1)
ASI 350 Meat Science 3
ASI 361 Meat Animal Processing 2
ASI 405 Fund Milk Processing 3
ASI 640 Poultry Prod Technology 3
Fdsi 305 Fund of Food Processing 3

(Animal Mgmt-Select 2)
ASI 515 Beef Science 3
ASI 520 Companion Animal Mgmt 3
ASI 521 Horse Science 3
ASI 524 Sheep & Meat Goat Sci 3
ASI 535 Swine Science 3
ASI 621 Dairy Cattle Mgmt 3
ASI 645 Poultry Management 3

Upper Level Asi Electives
(Minimum 9 hours-6 hrs ≥500)
(No more than 3 hrs from Asi 561, 599, 660 or 661)
Asi course list on the back.

Unrestricted Electives

Animal Sciences & Industry
Kansas State University
College of Agriculture
Journalism and Mass Communications Thematic Sequence - Select a track from below to follow:

<table>
<thead>
<tr>
<th>Track</th>
<th>Advertising</th>
<th>Journalism</th>
<th>Photojournalism</th>
<th>Public Relations</th>
<th>Strategic Communications</th>
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</thead>
<tbody>
<tr>
<td>100-level</td>
<td>MC 120</td>
<td>MC 160</td>
<td>MC 120, 160, 180</td>
<td>MC 180</td>
<td>MC 120, 180</td>
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<td>MC Course Select 1</td>
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<tr>
<td>200-level</td>
<td>MC 280</td>
<td>MC 200, 211</td>
<td>MC 200, 210, 280</td>
<td>MC 280</td>
<td>MC 280</td>
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<td>MC Course Select 1</td>
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<tr>
<td>300-level</td>
<td>MC 316, 331, 340, 370, 396</td>
<td>MC 316, 340, 341, 370, 396</td>
<td>MC 331</td>
<td>MC 380, 396</td>
<td>MC 360, 370</td>
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<tr>
<td>≥ 400-level MC Course Select 1</td>
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Meeting ASI COMM requirements qualifies the student for a minor in Journalism and Mass Communications.

Signup at the AQ Miller School of Journalism and Mass Communications in 105 Kedzie Hall.

**Humanities/Social Science Courses:** (Max 3 hrs from participatory courses. Must be taken from more than one department.)
- American Ethnic Studies – AMETH 160 to 501
- Anthropology – Any course
- Art – Any course
- Architecture – ARCH 301
- Biology – Any course
- Dance – DANCE 120 to 200, 225 to 420, 495 to 690
- Economics – ECON 300 to 799
- English – ENGL 150, 210 to 299, 310 to 399, 420 to 499, 536 to 599, 605 to 660, 670 to 695, 700 to 760, 790 to 799
- Environmental Design – ENVD 250, 251
- Family Studies and Human Services – Any course
- Geography – GEOG 100, 200, 201, 300 to 799 NOT 321

**Ag Courses:** (1-hour courses do not apply)
- Ag Economics – Any course
- Ag Technology Management – Any course
- Agronomy – Any course
- ASI 660 – Study Abroad
- Horticulture – Any course

**Upper Level ASI Electives:**
Minimum of 9 hours with 6 hours ≥ 500, no more than 3 hours from ASI 561, 599, 660, or 661.

<table>
<thead>
<tr>
<th>ASI course</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>ASI 310 Livestock and Meat Evaluation</td>
<td>ASI 502 Principles of Equine Reproductive Mgmt -OR-</td>
</tr>
<tr>
<td>ASI 315 Livestock and Meat Evaluation</td>
<td>ASI 502 Principles of Equine Reproductive Mgmt -OR-</td>
</tr>
<tr>
<td>ASI 320 Principles of Feeding</td>
<td>ASI 504 Equine Reproduction Management</td>
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<tr>
<td>ASI 325 Beginning Horse Evaluation</td>
<td>ASI 510 Animal Breeding Principles</td>
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<tr>
<td>ASI 326 Advanced Horse Evaluation</td>
<td>ASI 512 Bovine Reproductive Technologies</td>
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<tr>
<td>ASI 333 Equine Enterprise Management</td>
<td>ASI 515 Beef Science</td>
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<tr>
<td>ASI 345 Beginning Horse Training and Mgmt</td>
<td>ASI 520 Companion Animal Management</td>
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<tr>
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<td>ASI 361 Meat Animal Processing</td>
<td>ASI 524 Sheep and Meat Goat Science</td>
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<td>ASI 370 Principles of Meat Evaluation</td>
<td>ASI 535 Swine Science</td>
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<tr>
<td>ASI 385 Wool Grazing and Evaluation</td>
<td>ASI 540 Principles of Animal Disease Control</td>
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<tr>
<td>ASI 395 Intermediate Horse Training &amp; Mgmt</td>
<td>ASI 561 Undergraduate Research in ASI</td>
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<tr>
<td>ASI 396 Dairy Cattle Judging</td>
<td>ASI 595 Contemporary Issues in Animal Sci and Ag</td>
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<tr>
<td>ASI 401 Farm Animal Reproduction Laboratory</td>
<td>ASI 598 Bioscience Internship in Animal Science</td>
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<tr>
<td>ASI 402 Calving</td>
<td>ASI 599 Animal Science Internship</td>
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<td>ASI 403 Foaling</td>
<td>ASI 600 Applied Animal Biotechnology</td>
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<tr>
<td>ASI 404 Lambing</td>
<td>ASI 601 Endocrinology and Lactation</td>
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<tr>
<td>ASI 405 Fundamentals of Milk Processing</td>
<td>ASI 602 Equine Breeding and Genetics</td>
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<tr>
<td>ASI 420 Advanced Dairy Cattle Judging</td>
<td>ASI 608 Dairy Foods Processing &amp; Technology</td>
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<tr>
<td>ASI 422 Livestock Sales Management</td>
<td>ASI 610 Processed Meat Operations</td>
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<tr>
<td>ASI 444 Equine Health</td>
<td>ASI 620 Beef Systems Management</td>
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<tr>
<td>ASI 545 Equine Horse Training and Mgmt</td>
<td>ASI 621 Dairy Cattle Management</td>
</tr>
<tr>
<td>ASI 450 Principles of Livestock Selection</td>
<td>ASI 635 Gamebird Production and Management -OR-</td>
</tr>
<tr>
<td>ASI 470 Form and Function in Livestock</td>
<td>ASI 640 Poultry Products Technology</td>
</tr>
<tr>
<td>ASI 495 Advanced Meat Evaluation</td>
<td>ASI 645 Poultry Management</td>
</tr>
<tr>
<td>ASI 650 ID and Data Mgmt of Food Animals</td>
<td>DMP 610 Feedlot Health Systems</td>
</tr>
<tr>
<td>ASI 655 Behavior of Domestic Animals</td>
<td>DMP 611 Cow/Calf Health System</td>
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</tbody>
</table>

One course cannot be used to fulfill multiple requirements; must select ASI electives not used elsewhere in curriculum.