

Graphic Communications Major Requirements

Graphic Communications students' "Major Requirements" are to be selected from the courses listed below. These are to be approved by the student's advisor in advance of registration 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.

All deviations from this list must be approved through the standard written process—prior to enrolling in proposed alternates.

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.

Graphic Communications–Technical

G C 407 Advanced Flexographic Methods	4 (2,6)
G C 445 Advanced Screen Printing Methods	3 (2,3)
G C 451 Special Projects in Graphic Comm.	1-6 (0,3-18)
G C 455 Advanced Graphic Comm. Internship	1 (0,3)
G C 490 Graphic Communications Selected Topics	1-3 (1-3,0)
G C 801 Process Control in Color Reproduction	3 (2,3)
G C 811 Printing Industry Operations	3 (2,3)

Packaging Science

*PKGSC 202 Packaging Materials and Manufacturing	4 (3,3)
*PKGSC 204 Container Systems (Rigid and Flexible)	4 (3,3)
*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 Packaging 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)

Textiles

TEXT 175 Introduction to Textile Manufacturing	3 (3,0)
TEXT 440 Color Science	3 (2,3)

Sales/Marketing/Advertising

MKT 302 Consumer Behavior	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)
ENGL 490 Adv. Technical & Business Writing	3 (3,0)
—or ENGL 495 Technical Editing	3 (3,0)
COMM 360 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)
PHIL 201 Responsibilities in Leadership	3 (3,0)
SOC 235 Introduction to Leadership	3 (3,0)
SOC 435 Leadership and Team Building	3 (2,3)

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, or Spanish 101, 102, or 104. Both courses must be completed to be accepted as GC Major Requirements.

Creative Arts

ART 103 Visual Arts Studio	3 (0,6)
ART 205 Beginning Drawing	3 (0,6)
ART 215 Beginning Graphic Design	3 (0,6)
ART 315 Graphic Design	3 (0,6)
ART 321 Art with the Computer	3 (0,6)

Business

Management

ACCT 307 Managerial Accounting	3 (3,0)
CP SC 110 Elementary Computer Programming	3 (3,0)
CP SC 220 Microcomputer Applications	3 (3,0)
CP SC 221 Introduction of a Computer Science Language	1 (0,2)
CP SC 231 Introduction to Computer Organization	4 (3,2)
I E 210 Design and Analysis of Work Systems	4 (3,3)
I E 360 Industrial Applications of Probability and Statistics	3 (3,0)
I E 361 Industrial Quality Control	4 (3,3)

I E 384 Engineering Economic Analysis	3 (3,0)
I E 460 Quality Improvement Methods	3 (3,0)
I E 386 Production Planning and Control	3 (3,0)
I E 487 Industrial Safety	3 (3,0)
LAW 312 Commercial Law	3 (3,0)
*LAW 322 Legal Environment of Business	3 (3,0)
LAW 420 International Business Law	3 (3,0)
*MGT 310 Intermediate 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 Systems	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 Design of Production Systems	3 (3,0)
MGT 411 Project Management	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 International Transportation and Logistics	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 Decision Support Systems	3 (3,0)
MGT 414 Statistical Analysis	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	3 (3,0)
SOC 430 Sociology of Organizations	3 (3,0)

Communication

COMM 348 Interpersonal Communication	3 (3,0)
COMM 350 Small Group and Team Communication	3 (3,0)
COMM 360 Persuasion	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 221 Introduction to Computer Organization	1 (0,2)
CP SC 270 Fundamentals of Information Systems	4 (3,2)
*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 308 Collective Bargaining	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 Development & 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)
PSYCH 459 Group Dynamics	3 (3,0)

Science, Math, Engineering, & Environmental Science

Any BIOL, CH, or PHYS accepted in Gen. Ed. (limit 4 credit hours)	
MTHSC 206 Calculus of Several Variables	4 (4,0)
—or MTHSC 207 Multivariable Calculus	3 (3,0)

General Engineering

ENGR 120 Engineering Problem Solving	3 (1,4)
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	3 (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

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, MGT 310, MGT 318, MGT 390, MGT 422.

∞ = Minor in Packaging Science = PKGSC 202, 204, and 206. The nine credits may be selected from FD SC 401, 402, FOR 441, 442, 443, G C 405, 406, PKGSC 368, 401, 404, 454, 464.

◇ = Minor in Communications (Advertising Option) = AP EC 351, ENGL 231 or ENGL 304, PSYCH 330 and 5 elective credits.