

2021-2022 Degree Requirement Summary

B.S. IN CREATIVE INDUSTRIES

For the most up-to-date requirements, please refer to your DegreeWorks Audit.

General Education Requirements

- IT 101** Information Technology
- EXP 1**_____Expository Writing I¹
- EXP 2**_____Expository Writing II¹
- _____Literature/Cinema/EMS²
- MA**_____Mathematical Science I³
- MA**_____Mathematical Science II
- NASC**_____Natural Science (4 credits)
- GLS**_____Global Studies: **GLS 100, 101, 102, 105 or 116**
- HI**_____History
- PH 101** Problems of Philosophy
- PS/SO**_____Behavioral Science
- EC 111** Principles of Microeconomics
- EC 112** Principles of Macroeconomics
- FS 111** First Year Seminar (1 credit)

Business Core Requirements

- GB 110** Legal and Ethical Environment of Business
- GB 112** Tools and Concepts in Accounting and Finance
- GB 212** Practice and Applications in Accounting and Finance
- GB 213** Business Statistics
- GB 214** Marketing-Operations Fundamentals
- GB 215** Human Behavior and Organizations
- GB 310** Business Processes and Systems
- GB 320** Integrated Business Project
- GB 410** Global Strategy

Total credits required 122

Note: Transfer students with at least 15 credits in transfer will complete 121 credits.

All courses are 3 credits unless otherwise indicated.

Major Requirements

- IDCC 370** Web Design I: Information Design, Principles and Practices
- IDCC 240** Fundamentals of Visual Communication
- _____Media Industry Course³
- _____MC or Media Industry Course⁴
- _____IDCC Elective⁵
- _____IDCC Elective
- _____EMS Elective⁶
- _____EMS Elective

Electives⁷

- MA/NASE**___Math or Natural Science Elective
- _____Humanities/Social Science Elective
- _____Business Related Elective
- _____Arts and Science Elective
- _____Arts and Science Elective
- _____Arts and Science Elective
- _____Arts and Science Elective
- _____Arts and Science Elective
- _____Unrestricted Elective
- _____Unrestricted Elective

Course Focus Requirements

- U.S. Diversity Intensive (D)
- International Intensive (I)
- Communication Intensive (I)
- Communication Intensive/Major (**IDCC 370**)

Office Notes:

IMPORTANT NOTICE! Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

CREATIVE INDUSTRIES (CR)

Creative industries are a major driver of global growth. Success in this rewarding arena requires mastery of vital advocacy and visibility tools to “break through the clutter” and reach intended audiences. Majors learn how historical and technological changes drive demand for new culture, and dissect how innovators build content, platforms or services. Courses immerse students in the specialized terminology, communication, and practices of industries that produce, promote, and distribute creative work. They prepare students to work in companies that need expertise in design, marketing communication, information architecture, copywriting or promotion. This program offers flexibility and customization — a hallmark of all successful creative industries.

The Creative Industries major prepares you for careers in:

- Social Media Strategy
- Media Advertising
- Sports PR
- Digital Media Strategy
- Media Distribution
- Entertainment PR
- Digital Publishing
- Promo Production
- Social TV
- Interactive Multimedia
- Music Industry Promotion
- Entertainment News Media
- Distribution Marketing
- Media Planning
- Game Management and Promotion
- Web Design
- Sound Design
- User Interface Design

Prerequisite/Corequisite Structure

COURSES	PREREQUISITES
IDCC 370	EXP 1
IDCC 240 MC 222, MC 224, MC 320, MC 322, MC 324, MC 340 MC 250, MC 260, MC 342, MC 345, MC 350	Fundamentals of Visual Communication
IDCC Elective	EXP 1
IDCC Elective	EXP 1
EMS Elective	vary by course
EMS Elective	vary by course

- Only one internship may be used to apply to the major.
- MC 421 and IDCC 421 Internship courses require junior or senior standing and permission of the department internship coordinator.

1. Placement in this course is determined by the English and Media Studies department.
2. Requirement may be fulfilled with any course in LIT, CIN, EMS, or MLCH 403, MLFR 304, MLIT 304, MLIT 305, MLSP 306, MLSP 307, MLSP 404, or MLSP 405. Certain topics/titles of MLCH 402 or MLSP 301 may also apply. The Math sequence consists of either MA 123 & MA 126 or MA 131 & MA 139, depending upon departmental placement.
3. IDCC 250, IDCC 255, IDCC 340, IDCC 360, IDCC 361, IDCC 375, IDCC 380, IDCC 385, IDCC 390 (Selected Topics in Design and Corporate Communication) (if appropriate), IDCC 421, or other course with approval of the IDCC Chair.
4. Only one internship may be applied to the major.
5. Any course from the following list, not used to fulfill another requirement for the major, can be used to complete the EMS elective: COM 321, COM 324, COM 328, LIT 312, LIT 313, LIT 314, MC 200, MC 220, MC 250, MC 260, MC 300, MC 321, MC 323, MC 342, MC 345, MC 350, MC 421, or other course with approval of the EMS Chair.
6. Elective guidelines are available on the Registrar's website. An optional 12-credit minor can fulfill the applicable elective requirements.