

- 3) *Marketing*: Business 301, 323, 452, 454 and 496
- 4) *Human Resources*: Business 312, 331, 345, 415, 418; Speech Communication 323.
- b. **Human Resource Management** – Business 312, 418, 493; plus one course chosen from the following: Business 315, 331, 345, 415; Speech Communication 323.
- c. **Management** – Business 492, plus one course chosen from each of the following groups (the three courses chosen must total a minimum of six semester credits): Business 331, Business 454 (or 496 or 354), and Business 315 (or 410).
- d. **Marketing** - Business 301, 323, 452, 494.
- e. **Self-Designed Emphasis** – A student majoring in Professional Studies in Business may apply to the Dean of Undergraduate Studies for a Self-Designed emphasis. To apply for the Self-Designed Emphasis, the student must meet the following criteria:
  - 1) Have completed or be in the final term of completion of all 100/200 level core and cognate requirements.
  - 2) Have a minimum cumulative grade point average of 3.00.
  - 3) Have a minimum cumulative grade point average in Business of 3.25.

## Graphic Design

The mission of the Graphic Design program is to provide a balanced foundation of knowledge and skills for careers involving graphic design and visual communication. The major prepares students to work in areas including newspaper and magazine layout and design, advertising and public relations, production and design, illustration, and electronic media publication and production.

### Requirements for the Graphic Design Major:

1. Complete the following core courses: Graphic Design 228, 237, 241, 252, 258, 315, 316, 415, 416, 496.
2. Complete the following cognate courses:
  - a. Art 107, 207, 235, 308, 309, 356, 358
  - b. Business 323
  - c. Computer Systems Applications 109
  - d. Interdisciplinary Studies 206
  - e. Speech Communication 105

## Human Relations

The Human Relations major is designed to provide undergraduate education appropriate for persons seeking careers in human services professions. In addition, it provides undergraduate coursework that prepares students to continue beyond the bachelor's degree to advanced education in various fields of counseling.