

- 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.

Requirements for the Human Relations Major:

1. Human Relations 315, 417, 421 (1-3 credits), 428, 496
2. Interdisciplinary Studies 206
3. Psychology 117, 234, 259 (or 255 or 256), 336, 365, 416
4. Social Science 217
5. Speech Communication 112, 220.

Information Systems Management

The Information Systems Management major prepares an individual for a career within the information systems component of an organization. An individual who completes this major will have the knowledge, skills, and experience to design, implement, and manage information systems and coordinate the communication function of information technology among the various components of the enterprise. This education is accomplished through the integration of coursework drawn from a variety of disciplines, including business, information science and technology, and communication.

Basic Skills

The level of teaching and learning for the Information Systems Management major requires that students have certain basic skills before beginning coursework for the major. All students must demonstrate basic competencies in each of the following areas before enrolling in any ISM prefixed course: word processing, spreadsheets, database, and information retrieval skills. Competency may be demonstrated by the successful completion of introductory level coursework in the areas, by successful completion of tests in the areas, or by the award of credit through portfolio.

Requirements for the Information Systems Management Major:

1. Complete the following courses: Information Systems Management 101, 102, 215, 253, 315, 316, 342, 409, 496.
2. Complete the following cognates:
 - a. Business 215, 242, 354
 - b. Economics 203 or 204
 - c. Interdisciplinary Studies 206
 - d. Philosophy-Religion 231
 - e. Speech Communication 220, 301, 316
3. Complete four additional approved courses chosen from the areas of information science and technology or related field. The four courses must represent a minimum of 10 semester credits.

Liberal Arts Studies

This degree program is specifically designed for nontraditional students who seek a bachelor's degree for career advancement and personal growth. This program of study provides a curriculum that focuses on the development of critical and analytical thinking skills, oral and written communication skills,