Information, Communication & Technology Major Program of Study

**FOUNDATION COURSES** (required, take all 3 courses; 9 credit hours)
- Information Science (LIS 3267)
- Technologies for Information Services (LIS 3353)
- Intro to Mass Media (MMC 2000)

**MAJOR ELECTIVE COURSES** (choose courses as required from each category; total = 27 credit hours)

**RESEARCH SKILLS** (Pick 1)
- Account Planning (ADV 4603)
- Research & Data Analysis for Information Professionals (LIS 3201)

**TECHNICAL SKILLS** (Pick 2)
- Desktop Multimedia (COM 4470)
- Information Architecture (LIS 3793)
- User Experience Design (LIS 4351)
- Social Media Management (LIS 4380)
- Mobile App Development (LIS 4381)

**COMMUNICATION SKILLS** (Pick 2)
- Fundamentals of Speech (SPC 1017)
- Public Speaking (SPC 2608)
- Writing for Information Professionals (LIS 4930)
- Technical Communication (LIS 3021)

**OR**
- Other options available...

**STRATEGIES** (Pick 2)
- Intro to PR (PUR 3000)
- Media Techniques (RTV 3001)
- Principles of Advertising (ADV 3008)
- Hispanic Marketing (ADV 3410)
- Intro to Consumer Health Informatics (LIS 4772 or IFS 3037)

**PERSPECTIVES** (Pick 2)
- Diffusion of Innovations (MMC 4300)
- Multicultural Marketing (ADV 4411)
- Internships (LIS 4940 or COM 4945r)
- Media, Culture & The Environment (COM 3420 or IFS 3033)
- IT Leadership (LIS 4480)

- Other Electives: LIS 4930, LIS 4905, COM 4905, or COM 4941r

**CAPSTONE COURSES**
(2 courses required - 6 credit hours; must have completed foundation courses & most major courses; senior standing)
- Information Technology Project (LIS 4910)
- Perspectives on IT (LIS 4708)

Updated: 9/04/2014
For students admitted to major in Fall 2014 onwards