

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)

Oral

Fundamentals of Speech
(SPC 1017)

OR

Public Speaking
(SPC 2608)

Written

Writing for Information
Professionals
(LIS 4930)

OR

Technical
Communication
(LIS 3021)

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

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

New Communication
Technology &
Contemporary Society
(COM 3332)

Media, Culture & The
Environment
(COM 3420 or IFS 3033)

IT Leadership
(LIS 4480)

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