

Information, Communication & Technology Major Program of Study

FOUNDATION COURSES (required, take all 3 courses; 9 credit hours)

Information Science
(LIS 3267)

Information Technologies
(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 in Information
Technology (LIS 3201)

STRATEGIES (Pick 2)

Intro to PR
(PUR 3000)

Principles of Advertising
(ADV 3008)

Intro to Consumer Health
Informatics
(LIS 4772 or IFS 3037)

Media Techniques
(RTV 3001)

Hispanic Marketing
(ADV 3410)

TECHNICAL SKILLS (Pick 2)

Desktop Multimedia
(COM 4470)

Information Architecture
(LIS 3793)

OR

Digital Graphic Design
(DIG 3118)

OR

User Experience Design
(LIS 4351)

Adv. Web App
Development
(LIS 4368)

Mobile App Development
(LIS 4381)

Social Media
Management
(LIS 4380)

PERSPECTIVES (Pick 2)

Diffusion of Innovations
(MMC 4300)

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

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

New Communication
Technology &
Contemporary Society
(COM 3332)

IT Leadership
(LIS 4480)

Multicultural Marketing
(ADV 4411)

Internships
LIS 4940

COMMUNICATION SKILLS (Pick 2)

Oral

Fundamentals of Speech
(SPC 1017)

OR

Public Speaking
(SPC 2608)

Written

Writing for Information
Professions
(LIS 4022)

OR

Technical
Communication
(LIS 3021)

REQUIRED CAPSTONE COURSES

(6 credit hours; must have completed foundation courses;
IT Project also requires senior standing)

Information Technology
Project (LIS 4910)

Perspectives on IT
(LIS 4708)

Proposed Revision: 4/1/2015
For students admitted to major
in Fall 2015 onwards