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)

**TECHNICAL SKILLS** (Pick 2)
- Desktop Multimedia (COM 4470)
- Digital Graphic Design (DIG 3118)
- Adv. Web App Development (LIS 4368)
- Information Architecture (LIS 3793)
- User Experience Design (LIS 4351)
- Mobile App Development (LIS 4381)
- Social Media Management (LIS 4380)

**STRATEGIES** (Pick 2)
- Intro to PR (PUR 3000)
- Principles of Advertising (ADV 3008)
- Media Techniques (RTV 3001)
- Hispanic Marketing (ADV 3410)

**PERSPECTIVES** (Pick 2)
- Diffusion of Innovations (MMC 4300)
- Media, Culture & The Environment (COM 3420 or IFS 3033)
- New Communication Technology & Contemporary Society (COM 3332)
- Multicultural Marketing (ADV 4411)
- Internships LIS 4940

**COMMUNICATION SKILLS** (Pick 2)
- Fundamentals of Speech (SPC 1017)
- Public Speaking (SPC 2608)
- Writing for Information Professions (LIS 4022)
- 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