

Interdisciplinary Studies Program

Advertising (BA)
General Studies (BA)
University Major (BA or BS)



UNDERGRADUATE
PROGRAMS

Some degree programs or subject areas/topics may be more adequately studied through the contribution of two or more disciplines. In this case two or more departments and/or disciplines may collaborate to offer a program such as the advertising major or the general studies major, or to support a program designed primarily by the student (the university major) through interdisciplinary coursework.

Majors offered through the interdisciplinary studies program are advertising, general studies, and the university major. Students majoring in advertising may pursue a concentration in design, marketing and research, or in writing.

Minors are available in advertising, American culture studies, and women and gender studies. The interdisciplinary studies program offers a professional development certificate in conjunction with student affairs.

Specific interdisciplinary (INT) courses are offered on a regular basis, while others occur as a need arises (see each semester course schedule).

For information about Interdisciplinary Studies programs contact: Corinne Taff, coordinator, 313-719-3640.

MAJOR IN ADVERTISING

The advertising major is a multidisciplinary major which will enable a student to succeed in an entry-level advertising position or in a graduate program or professional school for advertising. The major includes coursework in advertising, business, oral and written communication, art/graphic design, and the social sciences. To strengthen expertise in a given area, students are encouraged to add a concentration in design, marketing and research, or writing.

Baccalaureate Degree Requirements

The requirements for all undergraduate degrees are listed in the academic policies and regulations section in this catalog.

The requirements include a minimum of one course in religion or theology which must be taken for a letter grade.

REL 225 World Religions is recommended to fulfill the religion requirement for a student majoring in advertising.

General Education Requirements

The 42 credit hours of general education requirements (GER) are presented in the academic information section in this catalog. A course that meets a general education requirement may also meet a course requirement in the major.

The following specific general education courses are highly recommended for this major:

- ART 155 Art Appreciation (3 hours)
- CIS 111 Microcomputer Applications: Database (3 hours)
- COM 102 Public Speaking (3 hours)
- ENG 260 American Literary Tradition: Since Whitman (3 hours)
- MTH 115 Introduction to Statistics (3 hours)
- PHL 260 Contemporary Moral Issues (3 hours)

PHL 221 Business Ethics (3 hours)
HST 340 American Social History (3 hours)
PSY 100 Introduction to Psychology (3 hours)

OR

SOC100 Survey of Sociology (3 hours)

Courses Required in the Major

The advertising major includes a minimum of 45 credit hours (50 percent of which must be completed at Fontbonne) comprised of the following:

Advertising Core: 15 credit hours

ADV 201 Introduction to Advertising (3 hours)
ADV 301 Advertising Strategies (3 hours)
ADV 320 Advertising Copywriting (3 hours)
ADV 450 Internship in Advertising (3-6 hours)
ADV 496 Senior Seminar in Advertising (3 hours)
(capstone requirement)

Art Core: 6 credit hours

ART 115 Graphic Design I (3 hours)
ART 215 Graphic Design II (3 hours)

Business Core: 6 credit hours

BUS 101 Introduction to Business Administration
(3 hours)
BUS 233 Marketing Principles (3 hours)

Communication Core: 6 credit hours

COM 206 Introduction to Mass Media (3 hours)
COM 380 Persuasion (3 hours)

Social Science Core: 6 credit hours

PSY 330 Research Methods for the Behavioral
Sciences (3 hours)
SOC 310 Social Psychology (3 hours)

Elective Core: 6 credit hours from any two of the following:

COM 370 Communication Theory (3 hours)
COM 430 Argumentation and Debate (3 hours)
HES 245 Problems in Environmental Design (3 hours)
PER 314 Multicultural Experiences in Performance
(3 hours)
PSY 200 Developmental Psychology (3 hours)

PSY 310 Social Psychology (3 hours)
SOC 265 Diversity and Social Justice (3 hours)

CONCENTRATIONS

Design Concentration: 15 credit hours

ART 110 Design I (3 hours)
ART 280 Photography (3 hours)
ART 317 Illustration Techniques (3 hours)
ART 318 Digital Imaging (3 hours)
Any 400-level Graphic Design course (3 hours)

Marketing and Research Concentration: 15-16 credit hours

BUS 230 Management Principles (3 hours)
BUS 357 Consumer Behavior (3 hours)
BUS 369 Market Research (3 hours)
BUS 400 Marketing Management (3 hours)

Plus one of the following:

COM 250 Principles of Public Relations (3 hours)
HES 307 Fashion Behavior and Forecasting (3 hours)
HES 309 Fashion Merchandising Strategies I: Visual
Merchandising and Store Planning (4 hours)
HES 310 Fashion Merchandising Strategies II:
Promotion in the Merchandising Environment
(4 hours)

Writing Concentration: 15-16 credit hours

COM 250 Principles of Public Relations (3 hours)
ENG 208 Newspaper Workshop (1-3 hours)
ENG 309 Journalism: Reporting and Editorial
Writing (3 hours)
ENG 310 Journalism: Feature Writing and the
Interview (3 hours)

Plus one of the following:

ENG 311 Writing Poetry (3 hours)
ENG 312 Writing Short Fiction (3 hours)
ENG 313 Writing the One-Act Play (3 hours)

MAJOR APPROVAL

Major approval is required by the end of the sophomore year. For transfer students, major approval is required at the beginning of the second semester at Fontbonne.

At the time of application for major approval and through degree completion, a student in the advertising major must have achieved:

- a minimum cumulative grade point average of 2.5 on a 4.0 scale for all courses required for the major
- AND**
- a minimum overall cumulative grade point average of 2.0 on a 4.0 scale.

MINOR

Minor in Advertising

The minor in advertising requires a minimum of 21 hours of coursework, including the following:

- ADV 201 Introduction to Advertising (3 hours)
- ADV 301 Advertising Strategies (3 hours)
- ADV 320 Advertising Copywriting (3 hours)
- ART 115 Graphic Design (3 hours)
- BUS 101 Introduction to Business Administration (3 hours)
- COM 380 Persuasion (3 hours)
- PSY 330 Research Methods for the Behavioral Sciences (3 hours)

COURSES

ADVERTISING

ADV 201 Introduction to Advertising (3 hours)

Introduces students to industry issues and concepts such as message development, strategy, research, media, and production. Students will complete a paper based on industry publications, undertake a group project, and begin developing a portfolio of assignments. FA

ADV 293 Special Topics (1-3 hours)

A freshman/sophomore level course offered to supplement regular course offerings. Offered on a periodic or one-time-only basis.

ADV 301 Advertising Strategies (3 hours)

Study of the techniques and strategies used in developing specific advertising messages and campaigns. Emphasis on creative strategies, media selection, and the ethics of advertising. Students will craft and evaluate advertising strategies and submit a partially completed advertising portfolio. SP

ADV 320 Advertising Copywriting (3 hours)

Principles and practices of persuasive writing as applied to various advertising projects, to include print and broadcast advertising, brochures, newsletters, direct mail, web pages, point-of-purchase displays. Prerequisites: ENG 101, 102; ADV 300, 301. FA

ADV 450 Internship in Advertising (3-6 hours)

A supervised off-campus internship providing the student with the opportunity to apply advertising skills in a work setting. The course also requires the student to submit a daily journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an on-site supervisor and a faculty member. Prerequisites: Junior or senior status, twenty-one hours completed in the advertising major, and permission of the instructor. FA

ADV 494 Special Topics (1-3 hours)

A junior/senior level course offered to supplement regular course listings. Offered on a periodic or one-time-only basis.

ADV 496 Senior Seminar in Advertising (3 hours)

Semester project embracing the complete advertising process, including research design, creative strategies, message development, and execution. Students will present campaigns orally and in writing. This capstone project may be linked with a student's internship. In addition, students will submit for approval a portfolio of work that includes an assignment from each course in the advertising major and a written reflection on the assignment's relevance to advertising. Prerequisites: Junior or senior status, twenty-one hours completed in the advertising major, and permission of the instructor. FA, SP

MAJOR IN GENERAL STUDIES

The general studies major leads to a bachelor of arts (BA) degree and is designed to meet the individual needs of a student. The general studies major focuses on the development of an inquiring mind through an understanding of the natural, social, and aesthetic environments, as well as an interpretation of various environments. This major offers maximum flexibility by providing the opportunity to develop an appreciation and grasp of several academic disciplines. It builds on the competencies identified in the general education requirements and is an excellent preparation for many graduate programs.

Students majoring in general studies are encouraged to choose a minor to support and enhance the program.

Baccalaureate Degree Requirements

The requirements for all undergraduate degrees are listed in the academic policies and regulations section in this catalog. The requirements include a minimum of one course in religion or theology which must be taken for a letter grade.

Requirements specific to the general studies major:

- Courses used to meet general education requirements may not be used to meet the general studies requirements.
- The religion requirement for graduation may not be used to meet a requirement for the category of interpretation of various environments.
- The three courses that satisfy each of the four categories that constitute the general studies major are chosen in consultation with the academic advisor. Courses may be used that are listed as general education requirements (GER) but have not been used to meet the GER.
- Each course must be completed with a minimum grade of C-, but the student must have achieved a minimum cumulative grade point average of 2.0 on a 4.0 scale at both the time of application for major approval and the time of application for the degree.
- At least 15 (preferably 21) of the specified 36 credit hours required for the major in general studies must be from upper division (300/400) courses, must represent at least two disciplines (preferably three), and must be completed at Fontbonne.

General Education Requirements

The 42 credit hours of general education requirements (GER) are presented in the academic information section in this catalog. The general studies major builds on the general education requirements. Therefore, courses used to meet general education requirements may not be used to meet the general studies requirements.

Courses Required in the Major

The general studies major includes a minimum of 36 credit hours (50 percent of which must be completed at Fontbonne) comprised of three courses from each of the following categories:

- a. Natural and technological environments: courses in computer science, mathematics, science, nutrition/health.

- b. Social environment: courses in the social sciences, psychology, child/family studies, government, economics, women and gender studies.
- c. Aesthetic environment: courses in aesthetics, art, literature, music, theatre.
- d. Interpretation of various environments: courses in various disciplines such as oral/written communications, history, languages, philosophy, religion, American culture studies.
- e. Senior capstone in General Studies.

MAJOR APPROVAL

Major approval is required by the end of the sophomore year. For transfer students, major approval is required at the beginning of the second semester at Fontbonne.

At the time of application for major approval and through degree completion, a student in the general studies major must have achieved:

- a minimum cumulative grade point average of 2.0 on a 4.0 scale for all courses required for the major

AND

- a minimum overall cumulative grade point average of 2.0 on a 4.0 scale.

UNIVERSITY MAJOR

Students with well-defined goals and interests which cut across several disciplines are encouraged to consider a university major. This major allows students to individualize a program of study that provides an exploration of diverse fields of study, the challenge of independent work, and possible off-campus experiences. The major may lead to a bachelor of arts (BA) degree or a bachelor of science (BS) degree.

Baccalaureate Degree Requirements

The requirements for all undergraduate degrees are listed in the academic policies and regulations section in this catalog. The requirements include a minimum of one course in religion or theology which must be taken for a letter grade.

General Education Requirements

The 42 credit hours of general education requirements (GER) are presented in the academic information section in this catalog.

Requirements for the University Major

A university major must have a clearly defined unifying principle. This principle must be either a special career goal (e.g., consumer affairs) not provided in an existing major or a special interest that crosses disciplinary lines (e.g., American Studies).

The student pursuing a university major must complete no fewer than 60 credit hours and no more than 80 credit hours in the chosen disciplines. A minimum of 50 percent of the credit hours in the university major must be taken at Fontbonne. A minimum of 24 credit hours must be completed at the upper division level and must represent more than one discipline.

At the time of the submission of a proposal for a university major, the student must have a Fontbonne minimum cumulative grade point (GPA) average of 2.5 and must maintain this GPA through degree completion.

Procedures for applying for a University Major

A student interested in pursuing a university major must:

- Present a proposal of study to the coordinator of interdisciplinary studies who, after review and discussion with the student, will submit the proposal to the chairperson of the undergraduate academic committee. The proposal must include the name of the major, goals and objectives, specific courses (those completed and those to be completed) for the major, a timeline for completion, and a recommendation for a primary and a secondary advisor. One advisor must represent one of the disciplines included in the university major. The coordinator of interdisciplinary studies, if not identified as the primary advisor, will serve as one of these advisors.
- Submit the proposal of study prior to the completion of 64 credit hours (this total may represent Fontbonne coursework, transfer coursework or a combination of both).
- Receive approval from the undergraduate academic committee for the university major and for the primary and secondary advisors for the major.
- File the approved program of study with the primary and secondary advisors and with the registrar's office.

The student will be awarded a degree upon the successful completion of the university major and all degree requirements.

MINORS

Minor in American Culture Studies

The American culture studies minor is an interdisciplinary program that allows students to build on their professional interests through a broad approach to the study of American culture at home and abroad. The program combines courses in art, communication, English, government, history, and sociology in addition to core courses in American culture studies.

The minor requires completion of 18 hours of coursework, including ACS 100, 200, and 300 as well as nine elective hours from the list of electives in other departments.

The core courses are the following:

- ACS 100 Introduction to American Culture Studies (3 hours)
- ACS 200 America Abroad (3 hours)
- ACS 300 Topics in American Culture Studies (3 hours)

The elective courses, drawn from offerings in other departments, are listed below. Students must choose one course from each of the following clusters.

Cluster 1

- ART 207 High Art, Propaganda, and Kitsch (3 hours)
- ART 313 The American Photograph (3 hours)
- SOC 245 Social Theory (3 hours)
- SOC 265 Diversity and Social Justice (3 hours)
- SOC 362 Social Problems (3 hours)
- WGS 101 Introduction to Women's Studies (3 hours)

Cluster 2

- COM 210 Rhetorical Criticism (3 hours)
- COM 380 Persuasion (3 hours)
- ENG 260 American Literary Tradition: to Whitman (3 hours)
- ENG 261 American Literary Tradition: since Whitman (3 hours)
- ENG 337 American Literary Renaissance (3 hours)
- ENG 355 African-American Literature (3 hours)
- ENG 365 Development of the American Novel (3 hours)

Cluster 3

- HST 105 Introduction to American History I: Discovery through Civil War (3 hours)
- HST 106 Introduction to American History II: Civil War to the Present (3 hours)
- HST 310 African-American History (3 hours)
- HST 340 American Social History (3 hours)
- SSC 201 American Economy (3 hours)
- GOV 230 American National Government (3 hours)

COURSES**COURSES FOR AMERICAN CULTURE STUDIES****ACS 100 Introduction to American Culture Studies (3 hours)**

A general introduction to American studies and its problems and contexts. Students will consider what and who defines America (and how) through interdisciplinary readings and discussions. Students will develop critical thinking and analytic skills to help them develop skills for interpreting American culture. Fulfills a specialized valuing general education requirement. FA, SP

ACS 200 America Abroad (3 hours)

An examination of the meaning of “America” outside its own borders, with emphasis on the last sixty years. Instructors will draw from film, television, politics, journalism, history, literature, music, art, and other media. In major assignments, students will be encouraged to make specific connections to their professional fields or to other fields of personal interest. SP

ACS 300 Topics in American Culture Studies (3 hours)

Various topics in American studies will be offered on a rotating basis. Sample topics include The Holocaust in American Life and The American Photograph. FA, SP

Minor in Women and Gender Studies

The minor program in women and gender studies allows students to understand the unique contributions of all women, the subjective gender- and culture-specific nature of values, the historical and contemporary social mechanisms that promote or limit women in society, social constructions of gender, and methods of promoting equitable treatment of all members of society.

The minor in women and gender studies requires the completion of 21 hours of coursework, including the following:

- WGS 101 Introduction to Women’s Studies (3 hours)
- WGS 220 Masculinities (3 hours)
- WGS 470 Gender Theory (3 hours)

Students also choose 12 hours of elective credits from the following courses:

- COM 230 Gender Communication (3 hours)
- ENG 220 Introduction to Women’s Literature (3 hours)
- HES 105 Personal, Professional, and Cultural Dress (3 hours)
- HES 337 Family Relations (3 hours)
- HES440/HST 440 History of Women in the United States (3 hours)
- PER 314 Multicultural Experiences in Performance (3 hours)
- PER 455 Sexual Politics in Drama (3 hours)
- PSY 275 Psychology of Women (3 hours)
- REL 240 Women and Religion (3 hours)

COURSES**COURSES FOR WOMEN AND GENDER STUDIES****WGS 101 Introduction to Women’s Studies (3 hours)**

This course provides an introduction to the interdisciplinary field of women’s studies. Readings in feminist theory and research, autobiography, and the history of women’s rights activism will provide a framework for an investigation of major themes in women’s lives. Using contemporary cultures of the United States as our primary field of study, we will also explore dominant ideas about gender, one of the primary terms through which human beings articulate identity, define social roles, and assign status. We will consider as well how notions of gender intersect with other components of experiences such as those related to nationality, culture, ethnicity, race, class, age, religion, and sexuality. Fulfills specialized valuing general education requirement. FA.

WGS 220 Masculinities (3 hours)

The course introduces students to main categories, topics, and research of masculinity studies. Through theoretical readings and discussions of popular culture, we will focus on the central debates around men and

masculinities. We will examine the following questions:

- How is masculinity constructed and maintained in society?
- How do we learn to be men and play masculinity in everyday life?
- How does race, class, ethnicity and sexuality affect our masculinities?
- What is the relationship between masculinity and sexed bodies?

Analyzing male sexuality, intimacy, violence, homophobia and gender equality, we will pay considerable attention to different forms of masculinity and masculinity politics in the contemporary world. SP

WGS 470 Gender Theory (3 hours)

This course builds upon the understanding of gender studies introduced in WGS 101 by critically examining theoretical approaches to gender studies and analyzing key issues and disputes within the field. This course develops a framework that allows students to identify and examine the relations among the diverse theoretical approaches to gender studies encountered within the discipline, including aspects of feminist theory, gender theory, GLBT/queer theory, and men's studies. Prerequisite: WGS 101. Even years beginning 2008-09. SP

**PROFESSIONAL DEVELOPMENT
CERTIFICATE PROGRAM**

The professional development certificate program is a four-year program for degree-seeking students in most majors. It integrates academics, experiential learning, leadership, service, diversity and multiculturalism, career preparation, and professional readiness. The program is designed to enhance the bachelor's degree and to offer an advantage in the job search process. It provides a realistic understanding of the operations and expectations of the work world, increases marketable skills, establishes professional networks, and instills leadership and social responsibility.

A student interested in participating in the program should make an appointment in the career development office during the first semester of the student's freshman year to discuss the certificate program. Completion of program requirements will be officially noted on the student's transcript at graduation.

COURSES

INTERDISCIPLINARY STUDIES

INT 091 College Reading and Study Skills (2 hours)

This course encourages the development of literal, inferential, and analytical reading skills needed for the mastery of textbooks. Emphases of the course are on study skills, time management, note taking, test taking, use of the university library, and research skills. FA Note: Credit does not apply toward degree requirement of 128 hours.

INT 101 Community Service Trip (1-3 hours)

This course provides an opportunity for domestic (U.S.) or international travel to work, serve, and learn as a volunteer in areas of social need. Through individual and group reflection, students are encouraged to grow in their understanding of social justice and in their own self-awareness. Students may enroll for up to three credits per semester and may re-enroll for a maximum of six credits. Pass/no pass grade option only. SP, SU

INT 105 Freshman Seminar (1 hour)

This course is designed to give first-time, first-semester freshmen tools to succeed as college students by exploring such topics as motivation, goal setting, study skills, multiculturalism, time and money management, and the social and emotional demands of college life. Students listen and respond to guest speakers, read and react to case studies, complete quizzes on a text, and participate in group discussions and projects. FA

INT 106 Strategies for Academic Success (1 hour)

This course is designed to address the needs of second-semester freshmen who have demonstrated an inability to perform at the level necessary to successfully complete college-level work. Included in the course are topics such as study skills, goal setting, motivation, test taking techniques, and exercises in critical thinking. An analysis of strategies necessary for academic success and a series of individual meetings with an academic counselor are part of the curriculum. Textbook readings, reflections, and a final paper are key requirements of the course. SP

INT 108 Libraries and Information Research (1 hour)

This course is an introduction to basic skills and concepts for using diverse information sources, systems, and search strategies to locate, evaluate, and use information. Topics include classification and organization

of information, online search techniques, information search tools and strategies, evaluation and analysis of information, and responsible and ethical use of information. FA, SP, SU

INT 190 Career Management (1 hour)

This course is designed to provide assistance for students in their ongoing career planning and management. Classes are highly participatory and provide opportunities for self-assessment. SP

INT 200 Professional Development (3 hours)

This course presents an overview of the fundamentals of professional development planning. It is designed to prepare students for positions in their chosen field or advancement in their current jobs. Topics include individual personality and skills assessment, job search strategies, culture of business, professional presence and leadership. Classes are highly participatory and will involve guest presenters. Special emphasis will be given to business-related careers. Open to all majors; required for business majors. FA, SP

INT 207 The Power of Leadership (3 hours)

This course is designed to provide insight, participation, and discussion pertaining to leadership. The course will also provide opportunities for students to identify their own diverse leadership abilities and style as well as to continuously reflect on their own leadership development. Instruction will utilize both curricular and co-curricular approaches in the classroom. SP

INT 250 Academic Tour (1-3 hours)

This course examines some aspect of the political, social, religious, artistic, or natural environment of a foreign or domestic region. Instructors will identify specific topics for each tour. Offered when there is sufficient student interest.

INT 293 Special Topics (1-3 hours)

A freshman/sophomore level course offered to supplement regular course offerings. Offered on a periodic or one-time-only basis.

INT 494 Special Topics (1-3 hours)

A junior/senior level course offered to supplement regular course listings. Offered on a periodic or one-time-only basis.