

Some degree programs or subject areas/topics may be more adequately studied through 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 interdisciplinary studies major or to support a program designed primarily by the student (*the university major*) through interdisciplinary coursework.

Majors offered through the department of interdisciplinary studies are advertising, interdisciplinary studies, and the university major. Students majoring in advertising may pursue a concentration in design, in marketing and research, or in writing. Because the advertising field is so diverse, our curriculum is designed to be multidisciplinary to meet the needs of this dynamic and creative industry.

Minors are available in advertising, American culture studies, and women's and gender studies.

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

## FACULTY

**Corinne Taff**, assistant professor and chairperson of the department of interdisciplinary studies

**Keli Jackson**, instructor in advertising and advertising program director

## MAJOR IN ADVERTISING

The advertising major is a multidisciplinary major which leads to a bachelor of arts (BA) degree. It 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, 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 and Residency Requirements

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology. REL 225 World Religions is highly recommended to fulfill the religion requirement for a student majoring in advertising.

## Major Approval

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (*a minimum of 12 credit hours*) 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 (GPA) of 2.5 on a 4.0 scale for all courses required for the major and a minimum overall cumulative GPA of 2.0 on a 4.0 scale.

## General Education Requirements

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

The following specific general education courses are required for this major:

- MTH 115 Introduction to Statistics (3 credits)
- PHL 221 Business Ethics (3 credits)

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

- ACS 100 Introduction to American Culture Studies (3 credits)
- ART 155 Art Appreciation (3 credits)
- CIS 111 Microcomputer Applications: Database (3 credits)
- COM 102 Public Speaking (3 credits)
- ENG 260 American Literary Tradition: Since Whitman (3 credits)
- PHL 260 Contemporary Moral Issues (3 credits)
- SOC 100 Survey of Sociology (3 credits)
- HST- one of the following:
  - HST 105 Introduction to American History I (3 credits)
  - HST 106 Introduction to American History II (3 credits)
  - HST 340 American Social History (3 credits)

## Courses Required in the Major

The advertising major includes a minimum of 50 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 credits)

ADV 301 Advertising Strategies (3 credits)  
 ADV 320 Advertising Copywriting (3 credits)  
 ADV 450 Internship in Advertising (3-6 credits)  
 ADV 496 Senior Seminar in Advertising (3 credits)  
 (capstone requirement)

**Art Core: 6 credit hours**

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

**Business Core: 9-12 credit hours**

BUS 233 Marketing Principles (3 credits)  
 BUS 357 Consumer Behavior (3 credits)  
 BUS 369 Market Research (3 credits) (Alternative course:  
 see PSY 330)  
 PHL 221 Business Ethics (3 credits)

**Communication Core: 6 credit hours**

COM 260 Introduction to Mass Media (3 credits)  
 COM 380 Persuasion (3 credits)

**Social Science Core: 6-9 credit hours from any two or three of the following:**

PSY 250 Cross-Cultural Psychology (3 credits)  
 PSY 330 Research Methods for the Behavioral Sciences  
 (3 credits) (Alternative course: see BUS 369)  
 SOC 235 Social Stratification (3 credits)  
 SOC 265 Diversity and Social Justice (3 credits)  
 PSY 310/SOC 310 Social Psychology (3 credits)  
 SOC 350 Social Theory (3 credits)

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

(A course may not be used for two cores)

ACS 200 America Abroad (3 credits)  
 COM 240 Cross-Cultural Communication (3 credits)  
 COM 351 Small Group Communication (3 credits)  
 COM 430 Argumentation and Debate (3 credits)  
 PSY 200 Developmental Psychology (3 credits)  
 PSY 310/SOC 310 Social Psychology (3 credits)  
 SOC 235 Social Stratification (3 credits)  
 SOC 265 Diversity and Social Justice (3 credits)  
 SOC 350 Social Theory (3 credits)  
 SPN 101 Spanish I (3 credits)  
 SPN 102 Spanish II (3 credits)  
 SPN 314 Spanish for Commerce (3 credits)  
 WGS 101 Introduction to Women's Studies (3 credits)

**CONCENTRATIONS FOR THE MAJOR IN ADVERTISING**

Please note that the concentrations may be altered to reflect industry trends and/or to prepare students for new fields of graduate or professional study. Students are advised to supplement their advertising major with one of the following concentrations:

**Design Concentration: 15 credit hours**

ART 218 Digital Imaging (3 credits)  
 ART 280 Photography (3 credits)

ART 302 Designing for the Web (3 credits)  
 ART 315 Graphic Design III (3 credits)  
 ART 3XX or ART 4XX (3 credits)

**Marketing and Research Concentration: 15-16 credit hours**

BUS 230 Management Principles (3 credits)  
 BUS 369 Market Research (3 credits)\* may not be applied to both the advertising major and concentration requirements

BUS 400 Marketing Management (3 credits)  
**PLUS** two of the following (or three as applicable—see asterisk [\*] above)

BUS 3XX (see advisor for recommendation)  
 BUS 4XX (see advisor for recommendation)

**PLUS** one of the following:

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

**Writing Concentration: 15-16 credit hours**

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

**PLUS** a minimum of one of the following:

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

**MAJOR IN INTERDISCIPLINARY STUDIES**

The interdisciplinary studies major leads to a bachelor of arts (BA) degree and is designed to meet the individual needs of a student. The interdisciplinary studies major focuses on the development of an inquiring mind through exploration of various interdisciplinary subject areas. This major offers maximum flexibility by providing the opportunity to develop an appreciation and grasp of several academic disciplines.

**Baccalaureate Degree and Residency Requirements**

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

**Major Approval**

Major approval is required during the second semester of the sophomore year, or after the completion of 45 credit hours at Fontbonne. For transfer students, major approval is required after completing the equivalent of one full semester (a minimum of 12 credit hours) at Fontbonne.

## General Education Requirements

The 42 credit hours of general education requirements are presented in the academic information section in the Fontbonne University catalogue. Up to 12 credit hours of general education requirements may count toward the major in Interdisciplinary Studies.

## Block Requirements

The major in interdisciplinary studies requires the completion of three 12-credit hour blocks designed around specific themes. Students may:

- **choose** which blocks to pursue and must take courses in at least two academic departments in each block;
- **design** their own blocks, in consultation with the chair of the department of interdisciplinary studies;
- **substitute** one block by completing a second minor in a traditional academic discipline.

Students must complete at least 21 credit hours of 300- or 400-level coursework, distributed between these blocks and their minor programs (see below); these upper-level courses may be distributed in any fashion across the blocks and minor. Any course that fulfills more than one block may be counted for both blocks. Predesigned blocks include the following themes: professional development skills, diversity, arts appreciation, the organization, life cycles, culture, ethics, civic engagement, critical theory, globalization, creative performance, dedicated semester, language of science and technology, families with children, and self-designed block.

## Minor Requirements

Students majoring in interdisciplinary studies are required to declare a minor of their choice. At least 50% of the minor must be completed at Fontbonne University. Students who declare a second minor may be exempted from one block as described above.

## Interdisciplinary Core Courses

In addition to the coursework described above, students majoring in interdisciplinary studies must complete the following courses in the department of interdisciplinary studies:

- INT 100 Introduction to Interdisciplinary Studies (1 credit)  
(Second 8 weeks fall course)
- INT 190 Career Management (1 credit) (SP)
- BUS 200 Professional Development (3 credits) (FA, SP)
- OR**
- INT 207: The Power of Leadership (3 credits) (SP)
- INT 496 Senior Seminar in Interdisciplinary Studies  
(3 credits) (SP)

## Other Requirements

Students majoring in interdisciplinary studies must maintain a cumulative grade point average (GPA) of 2.5 in the major, and a minimum cumulative GPA of 2.0 overall. They also must submit a statement of purpose at the outset of the major, defining their goals for the program and their professional goals. An appointment with a career counselor is

also required before the completion of the first semester of coursework for interdisciplinary studies.

## Blocks for a Major in Interdisciplinary Studies

### Professional Development Skills

- ART 115 Graphic Design I  
ART 302 Designing for the Web  
BUS 101 Introduction to Business Administration  
COM 102 Public Speaking (meets GER)  
ENG 201 Business Writing  
HES 105 Personal, Professional, and Cultural Dress  
INT 207 Power of Leadership  
MTH 115 Introduction to Statistics  
MTH 315 Advanced Statistics  
PSY 250 Cross-Cultural Psychology  
SOC 265 Diversity and Social Justice  
SPN 101 (or higher) Introduction to Spanish  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### Diversity

- ACS 100 Introduction to American Culture Studies  
ART 355 Nonwestern Art  
COM 240 Cultural Communication  
ENG 355 African-American Literature  
HES 105 Personal, Professional, and Cultural Dress  
HES 422 Food Pathways of Diverse Groups  
HST 305 History of Latin America  
HST 307 History of the Middle East  
HST 309 History of Sub-Saharan Africa  
HST 310 African-American History  
PER 314 Multicultural Experiences in Performance  
PSY 250 Cross-Cultural Psychology  
REL 225 World Religions  
SOC 100 Introduction to Sociology  
SOC 115 Social Problems  
SOC 235 Social Stratification  
SOC 265 Diversity and Social Justice  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### Arts Appreciation

- ART 155 Art Appreciation  
ART 305 Non-Western Art  
ART 306 Modern Art  
ART 319 American Artists  
ART 493 Renaissance Art  
MUS 108 Music Appreciation  
PER 101 Theatre Appreciation  
PER 314 Multicultural Experiences in Performance  
PER 415 Contemporary Theories of Theatre  
PER 443 The Development of Dramatic Art: Greek to 19th Century  
PER 445 Text Analysis  
PHL 494 Aesthetics  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **The Organization**

BUS 230 Management Principles  
BUS 310 Organizational Behavior  
BUS 348 Elements of Supervision  
BUS 359 Industrial/Organizational Marketing  
COM 350 Organizational Communication  
COM 351 Small Group Communication  
INT 207 Power of Leadership  
PSY 327 Industrial/Organizational Psychology  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Life Cycles**

GRN 101 Understanding Aging  
HES 230 Infant and Toddler Development  
HES 232 The Young Child  
HES 266 Management of Family Resources  
HES 336 Parent Education  
HES 337 Family Relations  
HES 422 Food Pathways of Diverse Groups  
PSY 200 Developmental Psychology  
SOC 355 Social Aspects of Aging  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Culture**

ACS 100 Introduction to American Culture Studies  
ACS 200 America Abroad  
ACS 300 Topics in American Culture Studies  
ART 207 High Art, Propaganda, and Kitsch  
GGY 100 Introduction to Geography  
GGY 105 Cultural Geography  
HES 105 Personal, Professional, and Cultural Dress  
HST 340 American Social History  
SOC 100 Introduction to Sociology  
SOC 115 Social Problems  
SOC 235 Contemporary Social Theory  
SOC 245 Social Theory  
WGS 220 Masculinities  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Ethics**

BIO 203 History and Philosophy of Science and Technology  
GOV 102 Introduction to Law  
PHL 110 Introduction to Philosophy  
PHL 120 Introduction to Critical Thinking  
PHL 221 Business Ethics  
PHL 260 Contemporary Moral Issues  
REL 100 Introduction to Religious Studies  
REL 210 Hebrew Bible  
REL 220 New Testament Studies  
REL 225 World Religions  
REL 334 Understanding Christian Faith  
REL 340 Contemporary Theological Issues  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Civic Engagement**

COM 430 Argumentation and Debate  
EDU 234 Philosophical Foundations of Education  
GOV 102 Introduction to Law  
GOV 230 American National Government  
HUS 221 Social Issues and Social Welfare Policy  
INT 101 Community Service Trip (when taken for three credits)  
PHL 260 Contemporary Moral Issues  
SOC 115 Social Problems  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Critical Theory**

ACS 100 Introduction to American Culture Studies  
ACS 300 Topics in American Culture Studies: The American Photograph  
PHL 110 Introduction to Philosophy  
PHL 120 Introduction to Critical Thinking  
ENG 370 Literary Theory  
PER 415 Contemporary Theories of Theatre  
SOC 235 Contemporary Social Theory  
SOC 245 Social Theory  
SOC 293 Sociology of Gender  
WGS 101 Introduction to Women's Studies  
WGS 470 Gender Theory  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Globalization**

ACS 200 America Abroad  
BUS 202 Principles of Macro Economics  
BUS 203 Principles of Micro Economics  
BUS 365 International Business  
COM 260 Introduction to Mass Media  
EDU 373 Educating toward a Global Perspective  
ENG 351 Topics in World Literature  
GGY 205 Cultural Geography  
HST 104 Introduction to Western Civilization II  
HST 366 Trends that Shaped the Modern World  
HST 368 Twentieth Century Europe Since World War II  
REL 225 World Religions  
Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Creative Performance**

Any four classes in studio art, theatre performance, music performance, and/or creative writing  
*Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.*

### **Dedicated Semester**

Any four courses from a single dedicated semester, provided they span at least two departments

### **Language of Science and Technology**

BIO 112 General Biology I  
BIO 114 General Biology II

CIS 120 An Overview of Computer and Information Science

MTH 120 Discrete Mathematics I

Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Families with Children**

EDU 120 Psychology of the Exceptional Child

EDU 222 Educational Psychology

EDU 234 Philosophical Foundations of Education

HES 226 Management of Family Resources

HES 230 Infant and Toddler Development

HES 232 The Young Child

HES 336 Parent Education

HES 337 Family Relations

Special topics or dedicated semester courses may be added with the approval of the chair of interdisciplinary studies.

### **Design Your Own Block**

Four courses in at least two departments on a related, approved theme

## **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 and Residency Requirements**

All requirements for an undergraduate degree are listed under academic policies and regulations in the undergraduate introductory section in this catalog. These requirements include a graduation requirement of at least one course in religion or theology.

### **General Education Requirements**

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

### **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 chairperson of interdisciplinary studies who, after review and discussion with the student, will submit the proposal to the chair 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 chair of the department 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 and graduation requirements.

## **MINORS**

### **Minor in Advertising**

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

ADV 201 Introduction to Advertising (3 credits)

ADV 301 Advertising Strategies (3 credits)

ADV 320 Advertising Copywriting (3 credits)

ART 115 Graphic Design (3 credits)

BUS 233 Marketing Principles (3 credits)

BUS 369 Market Research (3 credits)

**OR**

PSY 330 Research Methods for the Behavioral Sciences (3 credits)

COM 260 Introduction to Mass Media (3 credits)

### **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.

**Core courses:**

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

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 credits)
- ART 313 The American Photograph (3 credits)
- MUS 106 American Popular Music (3 credits)
- SOC 225 Contemporary Social Theory (3 credits)
- SOC 235 Social Stratification (3 credits)
- SOC 245 Social Theory (3 credits)
- SOC 265 Diversity and Social Justice (3 credits)
- WGS 101 Introduction to Women's Studies (3 credits)
- WGS 220 Masculinities (3 credits)

**Cluster 2:**

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

**Cluster 3:**

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

In addition, the chair of the department of interdisciplinary studies may approve Special Topics or Dedicated Semester courses to count toward this minor program on a one-time basis. See the chair of the department of interdisciplinary studies for further information.

**Minor in Women's and Gender Studies**

The minor program in women's 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's and gender studies requires the completion of 21 credit hours of coursework, including the following:**

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

**Students must choose one course (3 credit hours) from one of the following:**

- COM 230 Gender Communication (3 credits)
- PSY 275 Psychology of Women (3 credits)
- SOC 320 Sociology of Sex and Gender (3 credits)

**Students also choose three courses (9 credit hours) of elective credits from the following courses:**

- COM 230 Gender Communication (3 credits)
- ENG 220 Introduction to Women's Literature (3 credits)
- HES 105 Personal, Professional, and Cultural Dress (3 credits)
- HES 337 Family Relations (3 credits)
- HES 440/HST 440 History of Women in the United States (3 credits)
- PER 314 Multicultural Experiences in Performance (3 credits)
- PER 455 Sexual Politics in Drama (3 credits)
- PSY 275 Psychology of Women (3 credits)
- REL 240 Women and Religion (3 credits)
- SOC 320 Sociology of Sex and Gender (3 credits)

In addition, the chair of the department of interdisciplinary studies may approve Special Topics or Dedicated Semester courses to count toward this minor program on a one-time basis. See the chair of the department of interdisciplinary studies for further information.

**COURSES**

**Advertising**

**ADV 201 Introduction to Advertising (3 credits)**

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

**ADV 293 Special Topics (1-3 credits)**

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 credits)**

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 develop advertising portfolio materials. Prerequisite: ADV 201. SP

#### **ADV 320 Advertising Copywriting (3 credits)**

Principles and practices of persuasive writing as applied to various advertising projects, to including print and broadcast advertising, brochures, newsletters, direct mail, and new media advertising. Prerequisites: ENG 101; 102; ADV 201; ADV 301 or permission of instructor. FA

#### **ADV 450 Internship in Advertising (3-6 credits)**

A supervised off-campus internship providing the student with the opportunity to apply and develop advertising skills in a work setting. The course also requires the student to submit a weekly journal, comprehensive synthesis paper, and samples of work. The internship is cooperatively administered by an on-site supervisor and a faculty member. Prerequisites: ADV 301; ADV 320; senior status or permission of instructor. SP

#### **ADV 494 Special Topics (1-3 credits)**

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 credits)**

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: ADV 301; ADV 320; senior status or permission of the instructor. FA

### **American Culture Studies**

#### **ACS 100 Introduction to American Culture Studies (3 credits)**

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 credits)**

An examination of the meaning of "America" outside its own borders, with emphasis on the last sixty years with an emphasis on the intersection of popular culture and foreign policy, as well as on globalization. Instructors will draw from film, television, politics, journalism, history, literature, music, art, and other media. SP

#### **ACS 300 Topics in American Culture Studies (3 credits)**

Various topics in American studies will be offered on a rotating basis. Sample topics include The Holocaust in American Life, The American Family, The American City Since 1945, and The American Photograph. FA, SP

### **Interdisciplinary Studies**

#### **INT 105 First-Year Seminar (3 credits)**

This multidisciplinary course is designed to give first-time, first-semester students an introduction to college-level work and expectations. Students explore a common theme via multiple disciplines and also learn key concepts from educational psychology to assist them in their academic careers. FA

#### **INT 106 Strategies for Academic Success (1 credit)**

This second semester course is designed to address the needs of first-time, first-semester students 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 190 Career Management (1 credit)**

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 199 Information Navigation and Evaluation (1 credit)**

This course is designed to improve the skills and knowledge necessary to conduct library research in an academic setting. Areas of focus include utilizing various types of information sources and formats, developing effective search strategies, critically evaluating information, differentiating scholarly from popular sources, and using information ethically and responsibly. FA, SP, SU

#### **INT 207 The Power of Leadership (3 credits)**

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 credits)**

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 credits)**

A first-year, second-year level course offered to supplement regular course offerings. Offered on a periodic or one-time-only basis.

### **INT 460 Internship in Interdisciplinary Studies (1-3 credits)**

A work experience at an approved off-campus site specifically related to students' academic or career plans. Offered by arrangement.

### **INT 490 Independent Study in Interdisciplinary Studies (1-3 credits)**

Independent, guided study of a specific problem or area of interest. Offered by arrangement.

### **INT 494 Special Topics (1-3 credits)**

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

### **INT 496: Senior Seminar in Interdisciplinary Studies (3 credits)**

The senior seminar in interdisciplinary studies is a capstone experience for students majoring in general studies or, in some cases, the university major. The major work of the course centers around a sustained interdisciplinary research project, informed by interdisciplinary theory and methods. Considerable attention is also given to job or graduate school preparation and readiness, preparing students to present their academic accomplishments to employers, graduate school, or other constituents outside the university.

## **Women's and Gender Studies**

### **WGS 101 Introduction to Women's Studies (3 credits)**

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 credits)**

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 do 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 credits)**

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 or permission of instructor. Odd springs. SP