NORTH PARK UNIVERSITY • CHICAGO • ILLINOIS

Revised September 2012

	Fall Semester		Spring Semester	
First Year	•NPD 1000: Dialogue I •BSE 2211: Principles of Macroeconomics •Foreign Language 1010 Option •Fine Arts Option (ART 1100: Drawing I suggested) •Personal Development Option TOTAL SEMESTER HOURS	4 4 4 2 2 2	•BTS 1850: Introduction to the Bible •Foreign Language 1020 Option ART 1030: Two Dimensional Design COMM 1910: Public Speaking BSE 2540: Business Communications TOTAL SEMESTER HOURS	4 4 2 4 2
Second Year	•Biblical Studies Option •STAT 1490: Introductory Statistics ART 2080: Introduction to Graphic Design ART 2081: Advanced Graphic Design BSE 2610: Foundations of Marketing TOTAL SEMESTER HOURS	4 4 2 2 4 4	NPD 2000: Dialogue II Science Quad/Science Quad Option COMM 2150: Introduction to Media Studies BSE 3610: Marketing Research and Consumer Behavior Total semester hours	4 2/2 4 4 4
Third Year	•NPD 3000: Dialogue III (BA only) PHIL 2530: Business and Professional Ethics PSYC 1000: Introduction to Psychology BSE 3620: Integrated Marketing Communications Strategy	4 2 4 4	COMM 3450: Media and Society (BS only) BSE 3510: Public Relations and Corporate Communication BSE 3624: Integrated Marketing Communication Execution Advertising Option (BS only)	4 2 4
Fourth Year	TOTAL SEMESTER HOURS ART 3081: Digital Illustration Lab (BS only) ART 3082: Digital Imaging Lab (BS only) Advertising Option (BS only) Elective Elective	2 2 4 4 4	TOTAL SEMESTER HOURS BSE 4970: Internship (BA optional, BS required) Advertising Option (BS only) Elective Elective TOTAL SEMESTER HOURS	14 4 4 4 4 4
	TOTAL SEMESTER HOURS	16	TOTAL SEMESTER HOURS	10

[•] Course meets a general education requirement

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Graduation Requirement:		Major Requirements cont:				
120 semester hours, minimum		☐ BSE 2211: Principles of Macroeconomics (4)				
·		☐ BSE 2540: Business Communications (2)				
General Education Requirements:		☐ BSE 2610: Foundations of Marketing (4)				
44 semester hours		☐ BSE 3510: Public Relations and Corporate Communication (2)				
☐ The North Park Dialogue (12)		☐ BSE 3610: Marketing Research and Consumer Behavior (4)				
☐ Dialogue I (4)		☐ BSE 3620: Integrated Marketing Communication Strategy (4)				
☐ Dialogue II (4)		☐ BSE 3624: Integrated Marketing Communication Execution (4)				
☐ Dialogue III (4) BS degree students are ex☐ Culture and Society (4) Met by major course☐ ☐ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □ □	-	Internship: BA: 1-4 semester hours (highly recommended) BS: 1-4 semester hours (required)				
Personal Development (2)	e General Education	□ BSE 4970: Internship (1-4 sh)				
Diblical Studies (6)	ecklist for specific	BS degree only, 20 semester hours				
Li B1S 1850 (4) cou	rses that will fulfill	Required Courses: 8 semester hours				
	h requirement.	☐ ART 3081: Digital Illustration Lab (2)				
, -	p://www.northpark.edu neraleducation	☐ ART 3082: Digital Imaging Lab (2)				
☐ 1010 Level (4)	<u>Icraicadeation</u>	☐ COMM 3450: Media and Society (4)				
□ 1020 Level (4)		Elective Courses: 12 semester hours from the following				
☐ Mathematics (4) Met by prerequisite course	STAT 1490	☐ ART 1040: Three Dimensional Design (2)				
Fine Arts (2) ART 1100 is suggested, this co		☐ ART 2010: Painting I (2)				
some of the elective courses for the BS degree		☐ ART 2017: History of Early Modern Art (2)				
Natural Science (4)		☐ ART 2017: History of Contemporary Art (2)				
☐ Biology (2)		☐ ART 2016: Thistory of Contemporary Art (2)				
☐ Chemistry/Physics (2)		☐ ART 2100: Priotography I (2)				
Some general education courses may meet course	e requirements for					
your major.	1					
Main Daminous of		ART 3060: Photography II (4)				
Major Requirements:		COMM 2175: Audio Production I (2)				
Required Semester Hours: BA: 48 semester ho BS: 68 semester ho		COMM 2175: Audio Production II (2)				
		COMM 2355: Video Production I (4)				
Prerequisites and Supporting Courses: 10 sem		☐ COMM 3355: Video Production II (4)				
PHIL 2530: Business and Professional Ethics	S (2)					
PSYC 1000: Introduction to Psychology (4)		NOTE:				
STAT 1490: Introductory Statistics (4)		• For admittance into the major, an overall GPA of 2.50 is required				
Required Core Courses: BA: 38 semester hours BS: 58 semester hours, plus internship credit		and a C- or better in BSE 2610 is required.				
☐ COMM 1910: Public Speaking (4)						
☐ COMM 2150: Introduction to Media Studies	s (4)					
☐ ART 1030: Two Dimensional Design (2)						
☐ ART 2080: Introduction to Graphic Design ((2)					
☐ ART 2081: Advanced Graphic Design (2)						
Additional Graduation Requirements						
Total of 120 semester hours, minimum. Additional courses may need to be taken to meet this requirement.						
☐ Grade Point Average						
☐ Overall cumulative grade point average of 2.00						
☐ Cumulative grade point average in major of 2.50						
☐ Last 30 semester hours must be taken at North						
☐ Acceptance into the major						

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