**Graphic Design BFA**

### Studio Emphasis, 18-25 credits

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Art 1012 3D Design</td>
<td>3</td>
</tr>
</tbody>
</table>

#### Studio Electives

Take 3 or more courses totaling 9 or more credits from the following:

- Art 2014 3D Digital Studio
- Art 2014 Digital Studio: Mixed Media Studio
- Art 2018 Digital Arts: Interactive Media
- Art 2030 Digital Arts: Time-Based Media
- Art 2040 Digital Filmmaking
- Art 2100 Painting I
- Art 2200 Sculpture I
- Art 2300 Printmaking I: Intaglio, Relief
- Art 2301 Printmaking I: Litho, Screen
- Art 2400 Ceramics I
- Art 2500 Jewelry & Metals I
- Art 2600 Photography I

#### Upper-Level Studio Electives

Take 2 or more courses totaling 6 or more credits from the following:

- Art 3000 or 4000
- Art 3000 or 4000

#### Additional Elective Credits

As needed to reach overall total credit requirement of 120

### Marketing Emphasis, 24 credits

#### Marketing Courses

- Mktg 3701 Principles of Marketing (required before any other Mktg)
- Mktg 3711 Marketing Research
- Mktg 4731 Consumer Behavior
- Mktg 3721 Social Media Marketing
- Mktg 3741 Fundamentals of Selling
- Mktg 3751 Marketing Ethics
- Mktg 3771 Sports Marketing
- Mktg 3781 International Marketing
- Mktg 3797 Marketing Internship
- Mktg 4721 Advertising & Marketing Communications
- Mktg 4741 Developing & Marketing New Products
- Mktg 4751 Retailing
- Mktg 4761 Marketing Management & Strategy
- Mktg 4795 Special Topics

#### Common Requirements (left column)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
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<tbody>
<tr>
<td>Econ 2030 Stats for Business/Economy</td>
<td>3</td>
</tr>
<tr>
<td>Acct 2001 Financial Accounting</td>
<td>3</td>
</tr>
</tbody>
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#### Marketing Electives

- Mktg 4721 Advertising & Marketing Communications
- Mktg 4741 Developing & Marketing New Products
- Mktg 4751 Retailing
- Mktg 4761 Marketing Management & Strategy
- Mktg 4795 Special Topics

### Total Credits for Graphic Design BFA

<table>
<thead>
<tr>
<th>Credits</th>
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<tr>
<td>120-122</td>
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