

PROGRAM REQUIREMENTS

DEGREE: BACHELOR OF SCIENCE
MAJOR: INTERDISCIPLINARY STUDIES: Management, Public Relations
AREA 1: Business Administration: Management/Marketing
AREA 2: Mass Communication: Public Relations

	Credit Hours
UNIVERSITY REQUIREMENT	
FALS 101: Fine Arts and Lecture Series (Temporarily suspended)	0
GENERAL EDUCATION REQUIREMENTS	
(For approved courses, see General Education: www.lander.edu/gen-ed .)	
A. Core Academic Skills (9 hours)	
ENGL 101: Writing and Inquiry I	3
ENGL 102: Writing and Inquiry II	3
MATH 211: Statistical Methods I	3
B. Humanities and Fine Arts	
(6 hours selected from 2 different disciplines)	6
C. Behavioral and Social Perspectives	
ECON 101	3
Additional Behavioral and Social Perspective	3
D. Scientific and Mathematical Reasoning	
MATH 121: Mathematical Applications, or	3
MATH 123: Calculus and Its Applications	
MATH 141: Single Variable Calculus	
Laboratory Science	4
E. Founding Documents of the United States	
HIST 111: United States History to 1877, or	3
POLS 101: American National Government	
F. World Cultures	
3	3
G. LINK 101: Leadership, Involvement, Networking and Knowledge	
1	1
LINK 101 is required of all new transfer students who have earned less than 24 credit hours of college-level work and all first-time freshmen	
TOTAL GENERAL EDUCATION REQUIREMENTS	35
If all of the General Education requirements are met and/or waived, and the credit hours do not add up to at least 30, the General Education requirements are not complete. If below 30, additional General Education courses from any category must be taken until the total hours add up to at least 30 hours.	
*MAJOR PROGRAM CORE REQUIREMENTS	
IDS 101: Introduction to Interdisciplinary Studies	3
IDS 499: Interdisciplinary Capstone Seminar	3
TOTAL MAJOR PROGRAM CORE REQUIREMENTS	6
*MAJOR PROGRAM #1 REQUIREMENTS	
ACCT 201: Financial Accounting Principles	3
BA 101: Introduction to Business	3
MGMT 201: Principles of Management	3
MGMT 315: Human Resource Management	3

MGMT 340: Management of Organizational Behavior	3
MKT 201: Principles of Marketing	3
MKT 325: Services Marketing or MKT 340: Digital Marketing	3
Three approved 300-level or higher electives from BA, MGMT, or MKT	9
TOTAL MAJOR PROGRAM #1 REQUIREMENTS	30
*MAJOR PROGRAM #2 REQUIREMENTS	
WRIT 275: Business Communications	3
JOUR 201: Introduction to Journalism	3
MEDA 101: Introduction to Mass Media	3
SPCH 101: Speech Fundamentals	3
MEDA 341: Introduction to Public Relations	3
MEDA 343: PR Cases and Campaigns	3
MEDA 342: PR Communications, or MEDA 360: Writing for Multiple Media	3
MEDA 300-level or higher	3
TOTAL MAJOR PROGRAM #2 REQUIREMENTS	24
TOTAL PROGRAM REQUIREMENTS	60
ADDITIONAL ELECTIVES	25
TOTAL FOR BS DEGREE	120

*Students must earn a “C” or better in all program requirement courses.

Coursework must include at least 30 credit hours earned at 300-level or above, of which 12 credit hours must be in the major.

Program reviewed for 2022-23.