Graphic Communications Management Curriculum Diagram

Introduction

GCM-141
Graphic
Communications

Foundation

GCM-151
Premedia Tools
& Process
P = GCM-141

MEDIA-204
Exploring Photo

MEDIA-311
Advertising & Public
Relations Photo
P = MEDIA-204

BUACT-201 or 206
Accounting

BUMKG-330
Principles of
Marketing

Application

PREMEDIA

GCM-251
Digital Premedia
File Creation
P = GCM-151 or DES-220

GCM-367
Color Management
P = GCM-266 & STAT-130 or 320

MEDIA-375
Web Production
& Distribution
P = TCS-103 or GCM-151

GCM-351
Cross-Media
Marketing Systems
P = GCM-251 & MEDIA-375

PRODUCTION

GCM-266
Digital & Offset Press
Systems
P = GCM-141

GCM-363
Package Printing
P = GCM-141

GCM-362
Screen & Specialty
Print Manufacturing
P = GCM-141
*program elective

POSTPRESS

GCM-270
Postpress Operations
& Planning
P = GCM-141

GCM-470
GC Distribution
Management
P = Senior Standing

MANAGEMENT

INMGT-200
Production Operations
Management
P = STAT-130 or 320

INMGT-300
Engineering Economy

INMGT-365
Project Management

GCM-380
GC Estimat. & Sched.
P = GCM-251, 266, 270
INMGT-200 & BUACT-201 or 206

GCM-480
GC Customer Service
& Administration
P = GCM-380

Integration

GCM-443
Graphic Comm.
Practicum
P=GCM-251, 266 & 380
or Instructor Approval

GCM-445
Publication Production
P=GCM-141

GCM-x49
Co-op
After Semester 6 or 7

INMGT-400
Organizational
Leadership
P = Senior Standing

GCM-495
Graphic Comm.
Seminar
P = GCM-x49; P/Co = GCM-443

Emphasis Areas

Computer Science	Layout & Design	Production Supervision	Sales & Marketing	Training & Development
Applied Photography	Packaging	Quality	Supply Chain Mgmt	Custom
Information Technology	Production Operations	Safety/Loss Control	Technical Writing	