

Bachelor of Art in Mass Communication

2014 - 2015 Catalog

The University of Texas-Pan American

This document provides a list of the UTPA courses required for the major and their equivalent UTRGV courses.

A significant number of courses have changed their course prefix, number, and title.

For any additional information, please visit the Academic Advising Center.

UTPA Courses	Course Equivalents at UTRGV
A – GENERAL EDUCATION CORE – 43 HOURS	
B – MAJOR REQUIREMENTS – 42 HOURS (33 advanced)	
1 – Mass Communication Core – 24 hours (18 advanced)	
COMM 1315 Mass Communication and Society	COMM 1307 Introduction to Mass Communication
COMM 2304 Television Production	COMM/THTF 1336 Television Production
COMM 3303 Writing for the Mass Media	COMM 3303 Writing for Mass Media
COMM 3333 Communication Theory	COMM 3333 Theories of Communication
COMM 3349 Multi-Media Storytelling	COMM 3349 Multi-Media Storytelling
COMM 3350 Research in Communication	COMM 3350 Research in Communication
COMM 4313 Media Law & Ethics	COMM 4313 Communication Law and Ethics
COMM 4332 Visual Communication	COMM 4332 Visual Communication
2 – Concentrations – 21 hours minimum (21 advanced minimum)	
a – Advertising and Public Relations– 21 hours (21 advanced)	
i – Advertising and Public Relations – 12 hours (12 advanced)	
COMM 3304 Advertising	COMM 3304 Advertising: Theory and Practice
COMM 4321 Public Relations	COMM 3321 Public Relations: Theory and Practice
COMM 4334 Communication Campaigns	COMM 4334 Communication Campaigns
COMM 4335 Creative Strategies	COMM 4335 Creative and Media Strategies
ii – Cluster – 9 hours (9 hours)	
Advertising	
COMM 3348 Copy Writing	COMM 3348 Copy Writing
COMM 4310 Media Planning	COMM 4310 Media Planning
COMM 4317 Children's Theatre Workshop	THTF 4321 Children's Theatre Workshop
Public Relations	
COMM 3305 Copy Editing	COMM 3305 Copy Editing
COMM 3327 Reporting I	COMM 3327 Reporting I
COMM 4322 PR Writing	COMM 4322 Public Relations Writing
b – Broadcast Journalism – 24 hours (21 advanced)	
COMM 2310 Video Editing	COMM/THTF 2310 Video and Film Editing I
COMM 3339 Broadcast Audio Production	COMM 3339 Broadcast Audio Production
COMM 3351 Broadcast News Writing	COMM 3351 Broadcast News Writing
COMM 3352 Television News Production and Reporting	COMM 3352 Television News Production and Reporting
COMM 4312 Video Editing II	COMM/THTF 4312 Video and Film Editing II
COMM 3353 Broadcast Advertising Production	COMM 3353 Broadcast Advertising Production
COMM 3338 BRONC Radio/TV	COMM 3338 University Radio/Television
COMM 4314 Advanced TV Production	COMM/THTF 4314 Advanced Television/Film Production
c – Print Journalism – 24 hours (24 advanced)	
COMM 3305 Copy Editing	COMM 3305 Copy Editing
COMM 3306 Feature Writing	COMM 3306 Feature Writing
COMM 3327 Reporting I	COMM 3327 Reporting I
COMM 3329 Reporting II	COMM 3329 Reporting II
COMM 4326 Photojournalism	COMM 3326 Photojournalism
<i>Choose three:</i>	

COMM 3304 Advertising
COMM 3336 Media, Race & Ethnicity
COMM 3337 Global Communication
COMM 3338 Bronc Radio/TV
COMM 3339 Broadcast Audio Production
COMM 3348 Copy Writing
COMM 3349 Multi-Media Storytelling
COMM 3350 Research In Comm
COMM 3351 Broadcast News Writing
COMM 3352 TV News Production & Rep
COMM 3353 Broadcast Ad Production
COMM 4310 Media Planning
COMM 4312 Video & Film Editing II
COMM 4313 Media Law and Ethics
COMM 4314 Advanced Television/Film Produ
COMM 4321 Public Relations
COMM 4322 Public Relations Writing
COMM 4332 Visual Communication
COMM 4334 Communication Campaigns
COMM 4335 Creative Strategies & MP
COMM 3317 Comm for Classrm Teacher
C – MINOR – 18 HOURS (6 advanced minimum)
D – FREE ELECTIVES – 11 HOURS MINIMUM

COMM 3304 Advertising: Theory and Practice
COMM 3336 Media, Race, and Ethnicity
COMM 3337 Global Communication
COMM 3338 University Radio/Television
COMM 3339 Broadcast Audio Production
COMM 3348 Copy Writing
COMM 3349 Multi-Media Storytelling
COMM 3350 Research in Communication
COMM 3351 Broadcast News Writing
COMM 3352 Television News Production and Reporting
COMM 3353 Broadcast Advertising Production
COMM 4310 Media Planning
COMM/THTF 4312 Video and Film Editing II
COMM 4313 Communication Law and Ethics
COMM/THTF 4314 Advanced Television/Film Production
COMM 3321 Public Relations: Theory and Practice
COMM 4322 Public Relations Writing
COMM 4332 Visual Communication
COMM 4334 Communication Campaigns
COMM 4335 Creative and Media Strategies
COMM 3317 Communication for Classroom Teacher

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS
TOTAL ADVANCED HOURS – 51 HOURS