

**Degree Type – Bachelor of Arts (BA)****Degree Title – Mass Communication**

*The Bachelor of Arts in Communication – Mass Communication prepares a student to work in fields as varied as print journalism, broadcast journalism, public relations, advertising and agencies and organizations requiring Press Secretaries and Information Officers in private and public sectors. Employment opportunities also exist in Training and Development, and administrative roles in information and service industries as well as law enforcement and health care organizations. The Bachelor of Arts in Communication also prepares the students to pursue graduate programs in Communication, Journalism, and Media Management.*

**STUDENT LEARNING OUTCOMES:**

1. Students will demonstrate effective oral communication skills.
2. Students will demonstrate competency in journalistic writing skills.
3. Students will demonstrate competence in using technology appropriate for their area of specialization.
4. Students will demonstrate knowledge of the basics of television production in the studio such as broadcast script writing, audio, video, lighting and control room procedures.
5. Students will demonstrate an understanding of the principles of AP style.

**A – GENERAL EDUCATION CORE – 42 HOURS**

*Students must fulfill the General Education Core requirements. The courses listed below satisfy both degree requirements and General Education Core requirements.*

**Required****Integrative and Experiential Learning – 3 hours**

COMM 1311 Introduction to Communication

**Recommended****Creative Arts – 3 hours**

*Choose one:*

THTF 1310 Theatre Appreciation

THTF 2366 Cinema Appreciation

**B – MAJOR REQUIREMENTS – 60 HOURS (39 advanced minimum)****1 – Mass Communication Core – 27 hours (18 advanced)**

COMM 1307 Introduction to Mass Communication

COMM 1315 Public Speaking

COMM 1336 Television Production

COMM 3303 Writing for Mass Media

COMM 3333 Theories of Communication

COMM 3349 Multi-Media Storytelling

COMM 3350 Research in Communication

COMM 4313 Communication Law and Ethics

COMM 4332 Visual Communication

**2 – Concentrations – 33 hours (21 advanced minimum)**

**a – Advertising and Public Relations – 33 hours (21 advanced)****i – Advertising and Public Relations Core – 12 hours (12 advanced)**

COMM 3304 Advertising: Theory and Practice  
 COMM 3321 Public Relations: Theory and Practice  
 COMM 4334 Communication Campaigns  
 COMM 4335 Creative and Media Strategies

**ii – Cluster area – 9 hours (9 advanced)**

*Choose one cluster:*

**Public Relations**

COMM 3305 Copy Editing  
 COMM 3327 Reporting I  
 COMM 4322 Public Relations Writing

**Advertising**

COMM 3348 Copy Writing  
 COMM 3353 Broadcast Advertising Production  
 COMM 4310 Media Planning

**iii – Free Electives – 12 hours**

*Choose 12 hours of other electives. Internship in Mass Communication is recommended.*

**b – Print Journalism – 33 hours (24 advanced)****i – Print Journalism Core – 15 hours (15 advanced)**

COMM 3305 Copy Editing  
 COMM 3306 Feature Writing  
 COMM 3327 Reporting I  
 COMM 3329 Reporting II  
 COMM 3326 Photojournalism

**ii – Print Journalism Electives – 9 hours (9 advanced)**

*Choose 9 hours of advanced Mass Communication.*

**iii- Free Electives – 9 hours**

*Choose 9 hours of other electives. Internship in Mass Communication is recommended.*

**c – Broadcast – 33 hours (21 advanced)****i – Broadcast Core – 24 hours (21 advanced)**

COMM 2310 Video and Film Editing I  
 COMM 3327 Reporting I  
 COMM 3339 Broadcast Audio Production  
 COMM 3351 Broadcast News Writing  
 COMM 3352 Television News Production and Reporting  
 COMM 3353 Broadcast Advertising Production  
 COMM 4312 Video and Film Editing II

*Choose one:*

COMM 3338 University Radio/Television  
 COMM 4314 Advanced Television/Film Production

**ii – Free Electives – 9 hours**

*Choose 9 hours of other electives. Internship in Mass Communication is recommended.*

**C – MINOR or FREE ELECTIVES – 18 HOURS (6 advanced minimum)**

*Broadcast concentration and Advertising and Public Relations concentration will be required to complete 9 advanced hours.*

**TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**

**TOTAL ADVANCED HOURS – 48 HOURS**

**ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:**

**Progression requirements**

COMM 1311 in the core with in their first year. All courses in the major require grade of 'C' or better.

**Graduation requirements**

In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV Department of Writing and Language Studies, and/or up to six credit hours of college-level language coursework.