

Degree Type – Bachelor of Arts (BA)
Degree Title – Mass Communication with Teacher Certification (7-12)

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. **Oral Communication:** Students will demonstrate the capability to communicate effectively as a professional in oral situations.
2. **Writing Skills:** Students will demonstrate excellent writing skills.
3. **Ethical Standards:** Students will understand the legal and ethical standards in Journalism.
4. **Photography:** Students will demonstrate an understanding of the principles and procedures of photography.
5. **AP Style:** 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 – 39 HOURS (33 advanced)

1 – Mass Communication Core Courses – 24 hours (18 advanced)

COMM 1307 Introduction to Mass Communication
 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 – Teacher Certification Concentration – 15 hours (15 advanced)

COMM 3304 Advertising: Theory and Practice
 COMM 3305 Copy Editing
 COMM 3306 Feature Writing
 COMM 3326 Photojournalism

COMM 3327 Reporting I

C – TEACHER CERTIFICATION – 27 HOURS (24 advanced)

Area of Certification: Journalism (7-12)

EDFR 2301 Intercultural Context of Schooling

EDUC 3301 The Teaching Profession and Student Learning in Contemporary Schools

EDUC 3302 Human Development, Learning Theories, and Student Learning

EDUC 3303 Teaching in Today's Diverse Classrooms

EDUC 3304 Instructional Planning, Classroom Management, and Assessment to Promote Student Learning

EDUC 4306 Implementing and Assessing Effective Secondary Content Pedagogy

READ 4305 Content Area Literacy

EDUC 4611 Student Teaching Secondary or All-Level

D – MINOR or FREE ELECTIVES – 12 HOURS

Students may elect to complete a minor or 12 hours in an outside area.

TOTAL CREDIT HOURS FOR GRADUATION – 120 HOURS**TOTAL ADVANCED HOURS – 57 HOURS****ADMISSION, PROGRESSION, AND GRADUATION REQUIREMENTS, if applicable:****Admission requirements**

COMM 1311 in the core with in the first year.

Progression requirements

All courses in the major require 'C' or better. For teacher certification, students must apply for admission and be accepted to the College of Education and P-16 Integration prior to enrolling in teacher certification courses, except for EDFR 2301 which is open to all students. Students unable to be admitted to EDUC 4611 will be required to substitute 6 advanced hours, as recommended by advisor.

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.