This program leads to a profession which requires an occupational license as defined under Texas Occupations Code 58.001. This requires that all applicants seeking to become licensed must undergo a criminal background check prior to licensure. Students in this program should check with the College of Education and P-16 Integration on the requirements for a criminal background check prior to student teaching.

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.

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

090 - Integrative and Experiential Learning – 3 hours
COMM 1311 Introduction to Communication

Recommended

050 - 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.
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 2017-2018 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.
MASS COMMUNICATION
BACHELOR OF ARTS
(Focus: 7th – 12th Grade Teacher Certification)