

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 3307 Specialized Reporting

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 Knowledge of Student Development and Learning

EDUC 3304 Instructional Planning and Assessment in Culturally Sustaining Classrooms

EDUC 3306 Evidence-Based Teaching in Positive Learning Environments

EDUC 4306 Implementing and Assessing Effective Secondary Content Pedagogy

READ 4305 Disciplinary Literacy in Content Area Classrooms

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

All courses in the major require grade of 'C' or better.

8-6-19 Revisions:

- Added graduation requirement of minimum grade of C on all courses in the major.