

Bachelor of Arts (BA) Mass Communication

(Advertising and Public Relations)

	!	! H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3	ENGL 1301	Rhetoric and Composition I	С		Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.	
		3	HIST 1301	U.S. History I		060		
	FALL	3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.
AR	Ψ.		MATH X3XX		С	020		See General Education Core for course options.
빗		! 3	COMM 1311	Integrative and Experiential Learning	С	090		Satisfies Major-Specific Requirement.
RST				Learning Framework				Only if required, based on ACT/SAT and high school rank.
盡			Semester To	tal Hours				
		3		Rhetoric And Composition II	С		A grade of 'C' or better in ENGL 1301 or ENGL 1387.	
	<u>ග</u>	3		U.S. History II		060		
				Introduction to Mass Communication	С			Satisfies Major-Specific Requirement.
	SPRING			Public Speaking	С			Satisfies Major-Specific Requirement.
	S			Social and Behavioral Sciences		080		See General Education Core for course options.
		15	Semester To		Min			
		! H		Course Title	Grade	_	Prerequisite	Additional Notes
		3		U.S. & Texas Government & Politics I		070		
		4		Life and Physical Sciences		030		See General Education Core for course options.
4	FALL	3		Language, Philosophy & Culture		040		See General Education Core for course options.
Ē	7	! 3		Television Production	С			Satisfies Major-Specific Requirement.
\sim		3		Minor or Free Elective				
ONI		16	Semester To					
Ö		3		U.S. & Texas Government & Politics II		070		Con Consul Education Constant and actions
SE	Š –	1		Integrative and Experiential Learning		090		See General Education Core for course options.
	SPRING			Life and Physical Sciences		030		See General Education Core for course options.
	P.	! 3		Writing for Mass Media	С			Satisfies Major-Specific Requirement.
	_	14		Minor or Free Elective		\Box		
	ا ماه		Semester To	tai Hours				

Symbols Key

Critical ('!'): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR -Credit; P - Passing; S - Satisfactory.

Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 -Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary; 090 - Science Labs; 090 - Wellness.

General Education Core (GEC) Sections: 010 - Communication; 020 - Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

		Н	Course #	Course Title	Min.	GEC	Prerequisite	Additional Notes
		3	COMM 3333	Theories of Communication	С			Satisfies Major-Specific Requirement.
		3	COMM 3349	Multi-Media Storytelling	С			Satisfies Major-Specific Requirement.
				Research in Communication	С			Satisfies Major-Specific Requirement.
H.	ĕ —			Coommunication Law and Ethics	С			Satisfies Major-Specific Requirement.
Ē		3	13XX-43XX	Minor or Free Elective				
7		15	Semester Tot	al Hours				
R		3	COMM 4332	Visual Communication	С			Satisfies Major-Specific Requirement.
픋	ပ	3	COMM 3304	Advertising: Theory and Practice	С			Satisfies Major-Specific Requirement.
	≧ 1	3	COMM 3321	Public Relation: Theory and Practice	С			Satisfies Major-Specific Requirement.
	PRING 	3		Minor or Free Elective (Advanced)				
	S	3	33XX-43XX	Minor or Free Elective (Advanced)				
		15	Semester Tot					
		Н	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3	COMM 4334	Communication Campaigns	С		COMM 3304 or COMM 3321, COMM 3350, COMM 4335, or consent of instructor.	Satisfies Major-Specific Requirement.
		3	COMM 4335	Creative and Media Strategies	С		COMM 3350 and either COMM 3304 or COMM 3321, or consent of instructor.	Satisfies Major-Specific Requirement.
2	FALL	3	COMM X3XX	Cluster Area	С			Public Relations: COMM 3305 prereq COMM 3303, Advertising: COMM 3348
I YEA		-	COMM X3XX		С			Public Relations: COMM 3321, Advertising: COMM 3353 prereq COMM 1336
픁				Minor or Free Elective (Advanced)				
LR.		15	Semester Tot	al Hours				
S.		3	COMM X3XX	Cluster Area	С			Public Relations: COMM 4322 prereq COMM 3303 and COMM 3321, Advertising: COMM 4310
	SPRING	3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
	Ţ.	3		Free Elective				
	တ	3		Free Elective				
		3		Free Elective				
			Semester Tot	al Hours				

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

120 TOTAL HOURS (48) TOTAL ADVANCED HOURS

Approved: October 2015

Revised: Wednesday, March 12, 2014

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Bachelor of Arts (BA) Mass Communication

(Broadcast)

	!	Н	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3	ENGL 1301	Rhetoric and Composition I	С	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.	
		3	HIST 1301	U.S. History I		060		
~	1	3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.
AR		3	MATH X3XX	Mathematics	С	020		See General Education Core for course options.
Ä		3	13XX-43XX	Free Elective				
RST			UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
ᇤ			Semester Tot					
		3		Rhetoric And Composition II	С		A grade of 'C' or better in ENGL 1301 or ENGL 1387.	
9	9	3		U.S. History II		060		
	ÍШ			Social and Behavioral Sciences		080		See General Education Core for course options.
į	1			Integrative and Experiential Learning	С	090		Satisfies Major-Specific Requirement.
6				Public Speaking	С			Satisfies Major-Specific Requirement.
	_	<u> 15</u>	Semester Tot					
	!	Н		Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3		U.S. & Texas Government & Politics I		070		
	, 🔲			Life and Physical Sciences		030		See General Education Core for course options.
AR E	ا ا			Language, Philosophy & Culture		040		See General Education Core for course options.
in in	<u> </u>			Intro to Mass Communication	С			Satisfies Major-Specific Requirement.
∀ C	!			Television Production	С			Satisfies Major-Specific Requirement.
Ž.		_	Semester Tot		_			
8		3		U.S. & Texas Government & Politics II		070		2 2 151 " 2 (
SEC	2	4		Life and Physical Sciences	-	030		See General Education Core for course options.
	_	1		Integrative and Experiential Learning		090		See General Education Core for course options.
Ē		3		Minor or Free Elective				
•		3		Minor or Free Elective				
Sym			Semester Tot	tal Hours				

Symbols Key

Critical ('!'): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR -Credit; P - Passing; S - Satisfactory.

Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 -Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary; 090 - Science Labs; 090 - Wellness.

General Education Core (GEC) Sections: 010 - Communication; 020 - Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

	!	Н	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3	COMM 3303	Writing for Mass Media	С			Satisfies Major-Specific Requirement.
	. 🗆	3	COMM 3349	Multi-Media Storytelling	С			Satisfies Major-Specific Requirement.
		3	COMM 4332	Visual Communication	С			Satisfies Major-Specific Requirement.
A	Ā.	3		Minor or Free Elective				
Æ		3		Minor or Free Elective (Advanced)				
۵		_	Semester Total Hours					
≅		3		Theories of Communication	С			Satisfies Major-Specific Requirement.
[[[ڻ ت			Research in Communication	С			Satisfies Major-Specific Requirement.
				Video and Film Editing I	С		Credit/registration in COMM 1336 or consent of instructor.	Satisfies Major-Specific Requirement.
	PRING			Communication Law and Ethics	С			Satisfies Major-Specific Requirement.
	S		COMM 3327		С			Satisfies Major-Specific Requirement.
		15	Semester Tot					
	!	Н			Min. Grade	GEC	Prerequisite	Additional Notes
		3	COMM 3352	Television News Production & Reporting	С		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.
		3	COMM X3XX	Broadcast Core	С			COMM 3338 or COMM 4314: prereq COMM 1336 and COMM 2310
		3	COMM 2252	Broadcast Advertising Production	С		COMM 1336.	
AR	₽ -	3			С			Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
Æ		3	2277 4277	Video and Film Editing II Minor or Free Elective (Advanced)	C		COMM 2310.	Satisfies Major-Specific Requirement.
\pm			Semester Tot					
7				Broadcast News Writing	С		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.
١Ę				Broadcast Audio Production	С		COMINI 1930 AND COMINI 23 TO.	Satisfies Major-Specific Requirement.
윤	Q	3		Minor or Free Elective (Advanced)				Oationes major-opeonic requirement.
	Z –	3		Free Elective				
	SPRING	- 3				-		
	S	3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
			Semester Tot	al Hours				

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

120 TOTAL HOURS (48) TOTAL ADVANCED HOURS

Approved: October 2015

Revised: Wednesday, March 12, 2014

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Bachelor of Arts (BA) Mass Communication

(Print Journalism)

	! -	l Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
	3	ENGL 1301	Rhetoric and Composition I	С	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.	
	3	HIST 1301	U.S. History I		060		
3 ALL	3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.
AR FA	3	MATH X3XX	Mathematics	С	020		See General Education Core for course options.
Ű.	3	13XX-43XX	Free Elective				
RST			Learning Framework				Only if required, based on ACT/SAT and high school rank.
正		Semester To	tal Hours				
	3		Rhetoric And Composition II	С		A grade of 'C' or better in ENGL 1301 or ENGL 1387.	
<u>o</u>	3		U.S. History II		060		See General Education Core for course options.
PRING	3		Social and Behavioral Sciences		080		
E E	! 3		Integrative and Experiential Learning	С	090		Satisfies Major-Specific Requirement.
ဟ			Public Speaking	С			Satisfies Major-Specific Requirement.
	15	Semester To					
	! -		Course Title	Min. Grade		Prerequisite	Additional Notes
	3		U.S. & Texas Government & Politics I		070		
	4		Life and Physical Sciences		030		See General Education Core for course options.
<u>ال</u> ك	3		Language, Philosophy & Culture		040		See General Education Core for course options.
	3		Intro to Mass Communication	С			Satisfies Major-Specific Requirement.
★			Television Production	С			Satisfies Major-Specific Requirement.
Ż		Semester To					
8	3		U.S. & Texas Government & Politics II		070		
S S	4		Life and Physical Sciences		030		See General Education Core for course options.
SE	1		Integrative and Experiential Learning		090		See General Education Core for course options.
SP	! 3		Writing for Mass Media	С			Satisfies Major-Specific Requirement.
0,	3		Theories of Communication	С			Satisfies Major-Specific Requirement.
Symbo		Semester To	tal Hours				

Symbols Key

Critical ('!'): sequence sensitive course.

Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

020 - Mathematics; 030 - Life and Physical Sciences; 040 -Language, Philosophy & Culture; 050 - Creative Arts; 060 -American History; 070 - Government/Political Science; 080 - Social equivalent to a minimum of six credits. and Behavioral Sciences; 090 - Computer Application; 090 -Interdisciplinary;090 - Science Labs; 090 - Wellness.

General Education Core (GEC) Sections: 010 - Communication; Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level

	! H Course # Course Title	Min. Grade	GEC Prerequisite	Additional Notes
	3 COMM 3350 Research in Communication	С		Satisfies Major-Specific Requirement.
	3 COMM 3349 Multi-Media Storytelling	С		Satisfies Major-Specific Requirement.
	3 13XX-43XX Minor or Free Elective			
A A	3 13XX-43XX Minor or Free Elective			
Ä	3 13XX-43XX Free Elective			
	15 Semester Total Hours			
≅	3 COMM 4313 Communication Law and Ethics	С		Satisfies Major-Specific Requirement.
<u>င်</u> ပ	3 COMM 4332 Visual Communication	С		Satisfies Major-Specific Requirement.
RING	3 COMM X3XX Print Journalism Elective Advanced	С		Satisfies Major-Specific Requirement.
Δ.	3 13XX-43XX Minor or Free Elective			
S	3 13XX-43XX Minor or Free Elective			
	15 Semester Total Hours			
	· II O " O T'II	Min	one Decree weights	
	! H Course # Course Title	Grade	GEC Prerequisite	Additional Notes
	3 COMM 3305 Copy Editing	Grade C	COMM 3303.	Satisfies Major-Specific Requirement.
	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I	Grade C C		Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
۳ ا	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I COMM 3326 Photojournalism	-		Satisfies Major-Specific Requirement.
EAR	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced	С		Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
YEAR	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I COMM 3326 Photojournalism	C		Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
TH YEAR FALL	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours	C		Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
JRTH YEAR FALL	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours 3 COMM 3306 Feature Writing	C		Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
OURTH YEAR G FALL	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours 3 COMM 3306 Feature Writing 3 COMM 3329 Reporting II	C C	COMM 3303.	Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
FOURTH YEAR	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours 3 COMM 3306 Feature Writing 3 COMM 3329 Reporting II 3 33XX-43XX Minor or Free Elective (Advanced)	C C C	COMM 3303. COMM 3327.	Satisfies Major-Specific Requirement.
FOURTH YEAR PRING FALL	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours 3 COMM 3306 Feature Writing 3 COMM 3329 Reporting II 3 33XX-43XX Minor or Free Elective (Advanced) 3 COMM X3XX Print Journalism Elective Advanced	C C C	COMM 3303. COMM 3327.	Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement. Satisfies Major-Specific Requirement.
FOURTH YEAR SPRING FALL	3 COMM 3305 Copy Editing 3 COMM 3327 Reporting I 3 COMM 3326 Photojournalism 3 COMM X3XX Print Journalism Elective Advanced 3 33XX-43XX Minor or Free Elective (Advanced) 15 Semester Total Hours 3 COMM 3306 Feature Writing 3 COMM 3329 Reporting II 3 33XX-43XX Minor or Free Elective (Advanced)	C C C	COMM 3303. COMM 3327.	Satisfies Major-Specific Requirement.

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

120 TOTAL HOURS

(48) TOTAL ADVANCED HOURS

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