

**Bachelor of Arts (BA)  
Mass Communication  
(Advertising and Public Relations)**

		!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
<b>FIRST YEAR</b>	<b>FALL</b>		3	ENGL 1301	Rhetoric and Composition I	C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.		
			3	HIST 1301	U.S. History I		060			
			3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.	
			3	MATH X3XX	Mathematics	C	020		See General Education Core for course options.	
			!	3	COMM 1311	Integrative and Experiential Learning	C	090		Satisfies Major-Specific Requirement.
						UNIV 1301	Learning Framework			Only if required, based on ACT/SAT and high school rank.
<b>15 Semester Total Hours</b>										
<b>FIRST YEAR</b>	<b>SPRING</b>		3	ENGL 1302	Rhetoric And Composition II	C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.		
			3	HIST 1302	U.S. History II		060			
			3	COMM 1307	Introduction to Mass Communication	C			Satisfies Major-Specific Requirement.	
			3	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.	
			3	XXXX X3XX	Social and Behavioral Sciences		080		See General Education Core for course options.	
<b>15 Semester Total Hours</b>										
<b>SECOND YEAR</b>	<b>FALL</b>		!	3	POLS 2301	U.S. & Texas Government & Politics I		070		
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			3	XXXX X3XX	Language, Philosophy & Culture		040		See General Education Core for course options.	
			!	3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.
			3	13XX-43XX	Minor or Free Elective					
		<b>16 Semester Total Hours</b>								
<b>SECOND YEAR</b>	<b>SPRING</b>		3	POLS 2302	U.S. & Texas Government & Politics II		070			
			1	XXXX X1XX	Integrative and Experiential Learning		090		See General Education Core for course options.	
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			!	3	COMM 3303	Writing for Mass Media	C			Satisfies Major-Specific Requirement.
			3	13XX-43XX	Minor or Free Elective					
<b>14 Semester Total Hours</b>										

**Symbols Key**

**Critical (!):** sequence sensitive course.

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

**General Education Core (GEC) Sections:** 010 - Communication; 020 - 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.

**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.

		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
THIRD YEAR	FALL		3	COMM 3333	Theories of Communication	c			Satisfies Major-Specific Requirement.	
			3	COMM 3349	Multi-Media Storytelling	c			Satisfies Major-Specific Requirement.	
			3	COMM 3350	Research in Communication	c			Satisfies Major-Specific Requirement.	
			3	COMM 4313	Coomunication Law and Ethics	c			Satisfies Major-Specific Requirement.	
			3	13XX-43XX	Minor or Free Elective					
	<b>15 Semester Total Hours</b>									
	SPRING		3	COMM 4332	Visual Communication	c			Satisfies Major-Specific Requirement.	
			3	COMM 3304	Advertising: Theory and Practice	c			Satisfies Major-Specific Requirement.	
			3	COMM 3321	Public Relation: Theory and Practice	c			Satisfies Major-Specific Requirement.	
			3	33XX-43XX	Minor or Free Elective (Advanced)					
		3	33XX-43XX	Minor or Free Elective (Advanced)						
<b>15 Semester Total Hours</b>										
FOURTH YEAR	FALL		3	COMM 4334	Communication Campaigns	c		COMM 3304 or COMM 3321, COMM 3350, COMM 4335, or consent of instructor.	Satisfies Major-Specific Requirement.	
			3	COMM 4335	Creative and Media Strategies	c		COMM 3350 and either COMM 3304 or COMM 3321, or consent of instructor.	Satisfies Major-Specific Requirement.	
			3	COMM X3XX	Cluster Area	c			Public Relations: COMM 3305 prereq COMM 3303, Advertising: COMM 3348	
			3	COMM X3XX	Cluster Area	c			Public Relations: COMM 3321, Advertising: COMM 3353 prereq COMM 1336	
			3	33XX-43XX	Minor or Free Elective (Advanced)					
	<b>15 Semester Total Hours</b>									
	SPRING		3	COMM X3XX	Cluster Area	c			Public Relations: COMM 4322 prereq COMM 3303 and COMM 3321, Advertising: COMM 4310	
			3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.	
			3	13XX-43XX	Free Elective					
			3	13XX-43XX	Free Elective					
		3	13XX-43XX	Free Elective						
<b>15 Semester Total Hours</b>										

\*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

		!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
FIRST YEAR	FALL		3	ENGL 1301	Rhetoric and Composition I	C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.		
			3	HIST 1301	U.S. History I		060			
			3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.	
			3	MATH X3XX	Mathematics	C	020		See General Education Core for course options.	
			3	13XX-43XX	Free Elective					
					UNIV 1301	Learning Framework			Only if required, based on ACT/SAT and high school rank.	
	<b>15 Semester Total Hours</b>									
	SPRING		3	ENGL 1302	Rhetoric And Composition II	C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.		
			3	HIST 1302	U.S. History II		060			
			3	XXXX X3XX	Social and Behavioral Sciences		080		See General Education Core for course options.	
		!	3	COMM 1311	Integrative and Experiential Learning	C	090		Satisfies Major-Specific Requirement.	
		3	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.		
<b>15 Semester Total Hours</b>										
SECOND YEAR	FALL		3	POLS 2301	U.S. & Texas Government & Politics I		070			
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			3	XXXX X3XX	Language, Philosophy & Culture		040		See General Education Core for course options.	
			3	COMM 1307	Intro to Mass Communication	C			Satisfies Major-Specific Requirement.	
			!	3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.
	<b>16 Semester Total Hours</b>									
	SPRING		3	POLS 2302	U.S. & Texas Government & Politics II		070			
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			1	XXXX X1XX	Integrative and Experiential Learning		090		See General Education Core for course options.	
			3	13XX-43XX	Minor or Free Elective					
		3	13XX-43XX	Minor or Free Elective						
<b>14 Semester Total Hours</b>										

**Symbols Key**

**Critical (!):** sequence sensitive course.

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

**General Education Core (GEC) Sections:** 010 - Communication; 020 - 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.

**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.

		I	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
THIRD YEAR	FALL	3		COMM 3303	Writing for Mass Media	c			Satisfies Major-Specific Requirement.	
		3		COMM 3349	Multi-Media Storytelling	c			Satisfies Major-Specific Requirement.	
		3		COMM 4332	Visual Communication	c			Satisfies Major-Specific Requirement.	
		3		13XX-43XX	Minor or Free Elective					
		3		33XX-43XX	Minor or Free Elective (Advanced)					
	<b>15 Semester Total Hours</b>									
	SPRING	3		COMM 3333	Theories of Communication	c			Satisfies Major-Specific Requirement.	
		3		COMM 3350	Research in Communication	c			Satisfies Major-Specific Requirement.	
		3		COMM 2310	Video and Film Editing I	c		Credit/registration in COMM 1336 or consent of instructor.	Satisfies Major-Specific Requirement.	
		3		COMM 4313	Communication Law and Ethics	c			Satisfies Major-Specific Requirement.	
3			COMM 3327	Reporting I	c			Satisfies Major-Specific Requirement.		
<b>15 Semester Total Hours</b>										
FOURTH YEAR	FALL	3		COMM 3352	Television News Production & Reporting	c		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.	
		3		COMM X3XX	Broadcast Core	c			COMM 3338 or COMM 4314: prereq COMM 1336 and COMM 2310	
		3		COMM 3353	Broadcast Advertising Production	c		COMM 1336.	Satisfies Major-Specific Requirement.	
		3		COMM 4312	Video and Film Editing II	c		COMM 2310.	Satisfies Major-Specific Requirement.	
		3		33XX-43XX	Minor or Free Elective (Advanced)					
	<b>15 Semester Total Hours</b>									
	SPRING	3		COMM 3351	Broadcast News Writing	c		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.	
		3		COMM 3339	Broadcast Audio Production	c			Satisfies Major-Specific Requirement.	
		3		33XX-43XX	Minor or Free Elective (Advanced)					
		3		13XX-43XX	Free Elective					
3			13XX-43XX	Free Elective				Internship in Mass Communication is recommended.		
<b>15 Semester Total Hours</b>										

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

**120 TOTAL HOURS**  
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FIRST YEAR	FALL		3	ENGL 1301	Rhetoric and Composition I	C	010	Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301.		
			3	HIST 1301	U.S. History I		060			
			3	XXXX X3XX	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.	
			3	MATH X3XX	Mathematics	C	020		See General Education Core for course options.	
			3	13XX-43XX	Free Elective					
					UNIV 1301	Learning Framework			Only if required, based on ACT/SAT and high school rank.	
	<b>15 Semester Total Hours</b>									
	SPRING		3	ENGL 1302	Rhetoric And Composition II	C	010	A grade of 'C' or better in ENGL 1301 or ENGL 1387.		
			3	HIST 1302	U.S. History II		060		See General Education Core for course options.	
			3	XXXX X3XX	Social and Behavioral Sciences		080			
		!	3	COMM 1311	Integrative and Experiential Learning	C	090		Satisfies Major-Specific Requirement.	
		3	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.		
<b>15 Semester Total Hours</b>										
SECOND YEAR	FALL		3	POLS 2301	U.S. & Texas Government & Politics I		070			
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			3	XXXX X3XX	Language, Philosophy & Culture		040		See General Education Core for course options.	
			3	COMM 1307	Intro to Mass Communication	C			Satisfies Major-Specific Requirement.	
			3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.	
	<b>16 Semester Total Hours</b>									
	SPRING		3	POLS 2302	U.S. & Texas Government & Politics II		070			
			4	XXXX X4XX	Life and Physical Sciences		030		See General Education Core for course options.	
			1	XXXX X1XX	Integrative and Experiential Learning		090		See General Education Core for course options.	
			!	3	COMM 3303	Writing for Mass Media	C			Satisfies Major-Specific Requirement.
		3	COMM 3333	Theories of Communication	C			Satisfies Major-Specific Requirement.		
<b>14 Semester Total Hours</b>										

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		!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
THIRD YEAR	FALL		3	COMM 3350	Research in Communication	C			Satisfies Major-Specific Requirement.	
			3	COMM 3349	Multi-Media Storytelling	C			Satisfies Major-Specific Requirement.	
			3	13XX-43XX	Minor or Free Elective					
			3	13XX-43XX	Minor or Free Elective					
			3	13XX-43XX	Free Elective					
	<b>15 Semester Total Hours</b>									
	SPRING		3	COMM 4313	Communication Law and Ethics	C			Satisfies Major-Specific Requirement.	
			3	COMM 4332	Visual Communication	C			Satisfies Major-Specific Requirement.	
			!	3	COMM X3XX	Print Journalism Elective Advanced	C		Satisfies Major-Specific Requirement.	
			3	13XX-43XX	Minor or Free Elective					
		3	13XX-43XX	Minor or Free Elective						
<b>15 Semester Total Hours</b>										
FOURTH YEAR	FALL		!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
			3	COMM 3305	Copy Editing	C		COMM 3303.	Satisfies Major-Specific Requirement.	
			!	3	COMM 3327	Reporting I	C			Satisfies Major-Specific Requirement.
			3	COMM 3326	Photojournalism	C			Satisfies Major-Specific Requirement.	
			3	COMM X3XX	Print Journalism Elective Advanced	C			Satisfies Major-Specific Requirement.	
		3	33XX-43XX	Minor or Free Elective (Advanced)						
	<b>15 Semester Total Hours</b>									
	SPRING		3	COMM 3306	Feature Writing	C		COMM 3327.	Satisfies Major-Specific Requirement.	
			3	COMM 3329	Reporting II	C		COMM 3327.	Satisfies Major-Specific Requirement.	
			3	33XX-43XX	Minor or Free Elective (Advanced)					
		3	COMM X3XX	Print Journalism Elective Advanced	C					
		3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.		
<b>15 Semester Total Hours</b>										

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

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