

FIRST YEAR

Choose 1 Communication
 Choose 1 American History
 Choose 1 Creative Arts:
 Rec-THTF 1310 or 2366
 Choose 1 Mathematics
 COM 1311 Intro to Communication
 UNIV 1301 Learning Framework
 Choose 1 Communication
 Choose 1 American History
 Choose 1 Life and Behavioral Sciences

SECOND YEAR

Choose 1 Government/Political Science
 Choose 1 Life and Physical Sciences
 Choose 1 Integrative/Experiential Learning
 Choose 1 Life and Physical Sciences
 COM 3303 Writing for Mass Media
 13XX-43XX Minor or Free Elective
 COM 1336 Television Production
 13XX-43XX Free Elective
 Choose 1 Life and Physical Sciences
 Choose 1 Language, Philosophy & Culture
 COM 1336 Television Production
 13XX-43XX Free Elective
 Choose 1 Government/Political Science
 Choose 1 Life and Physical Sciences
 Choose 1 Government/Political Science

THIRD YEAR

COM 3333 Theories of Communication
 13XX-43XX Free Elective
 COM 3349 Multi-Media Storytelling
 COM 3350 Research in Communication
 COM 4313 Communication Law and Ethics
 13XX-43XX Minor or Free Elective
 COM 4332 Visual Communication
 COM 3304 Advertising: Theory and Practice
 COM 3321 Public Relation: Theory and Practice
 13XX-43XX Minor or Free Elective
 13XX-43XX Minor or Free Elective (Adv.)

FOURTH YEAR

13XX-43XX Free Elective
 COM 4335 Creative & Media Strategies
 COM 43XX Cluster Area
 COM 33XX Cluster Area
 13XX-43XX Minor or Free Elective (Adv.)
 13XX-43XX Minor or Free Elective
 COM 4334 Communication Campaigns
 COM 33XX Cluster Area
 13XX-43XX Free Elective
 13XX-43XX Free Adv. Elective

Courses in red are part of the General Education Core Curriculum (GEC).
 "Choose 1" indicates course options. If options are not listed, please review the General Education Core or the degree plan for this major: www.utrgv.edu/degreeplans.

2019-2020 ACADEMIC PLAN

UTRio Grande Valley



MASS COMMUNICATION (BA)
 *Advertising and Public Relations
 Catalog: 2019-20
 COLLEGE OF LIBERAL ARTS

Degree Info

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.

Contact Info

Interim Department Chair
 Dr. Jennifer Lemanski
Jennifer.lemanski@utrgv.edu

Brownsville Campus
 MAIN 1.210 (956) 882-8297
Anavelia.wilson@utrgv.edu

Edinburg Campus
 ELABS 165 (956)665-3583
Melissa.guajardo@utrgv.edu

Additional Info

- All courses in the major must be passed with a “C” or better.
- A minor is not required, but if a minor is not chosen, the student will need 18 hours of outside area classes (9 hours must be advanced—3000/4000 level), which can be in any area EXCEPT mass communication.

BLUEPRINT EXPERIENCES

FIRST YEAR

SECOND YEAR

THIRD YEAR

FOURTH YEAR AND BEYOND

CAREERS

MILESTONES

- UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!
- Complete your core English classes (section 010) during your first year.
- Complete 30 credit hours every year in order to graduate in 4 years.
- Shoot for a GPA of 3.0.
- Take a MATH class that satisfies your core requirement in your first year.

ADVICE & SUPPORT

- Meet with your academic advisor and bring your orientation folder with you to every session!
- Choose a major with confidence- Visit my.UTRGV.edu and check out MyMajors.
- Visit a faculty member during their office hours and ask a question about class.
- Classes fill up fast. When registration opens, be sure to register on the first day for your group.
- Cold or flu getting you down? We have Student Health Services on campus with free office visits.

APPLY WHAT YOU LEARN

- Look for a service-learning course! For guidance, visit Engaged Scholarship & Learning Office.
- Participate in a campus-sponsored community service project.
- Ask a student in class to study with you.

GLOBAL, CAMPUS & COMMUNITY ENGAGEMENT

- Set up your profile on the Engagement Zone through My.UTRGV.edu.
- Attend a diversity based campus or community event (e.g. MLK Day of Service).
- Join a student organization! Consider looking into Ad Club or PRSSA or visit VLink (utrgv.edu/vlink) for options.

LIFE AFTER GRADUATION

- Create a résumé and set up your profile on the Handshake icon: (My.UTRGV.edu).
- Got summer plans? Visit Career Center and ask about places to do some job shadowing.
- Research shows that students who work on campus perform better than those who work off campus. Look for a job on Handshake!
- Check your UTRGV email for the daily Messenger- locate and attend one student workshop.

- Shoot for a GPA of 3.0.
- Complete major foundation classes, such as COMM 1307.
- Complete 30 credit hours.

- Want to explore different careers? Check out MyMajors!
- Come ready with course suggestions and questions when you visit your academic advisor.
- Visit the Communication Hauser Lab for help with your speeches.
- Trouble making your tuition payment? The Financial Aid Office can help. Payment plans and emergency loans are also available

- To find undergraduate research opportunities, visit the Engaged Scholarship & Learning Office.
- Consider attending the LeaderShape Institute or attend the Engaged Scholar Symposium.

- Look at study abroad opportunities! Consider going to a program in Communication or Marketing.
- Check out a cultural campus or community event such as HESTEC or FESTIBA.
- Join another student organization. Visit VLink for options.
- Check out a campus event that offers free lunch- bring a friend!

- Update your resume in Handshake and have it reviewed.
- Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.
- Will a minor expand your career options? We recommend Marketing, Art, English, or Spanish.
- Explain to someone how your academic program aligns with your strengths and interests.

- Shoot for a GPA of 3.0.
- Complete 30 credit hours.
- Have you landed an internship or acquired research experience? This is the year to make it happen.

- Seek out research opportunities within your major and join a professional organization such as AAF or PRSSA.
- Check DegreeWorks to make sure you are on track for graduation next year.
- Apply for internship and/or job shadowing opportunities. Discuss this with your advisor, faculty mentor, or Career Center.

- Go show off your research, service-learning or creative works at the Engaged Scholar Symposium!
- Sharpen your writing skills! Take an intensive writing course or become the secretary for your organization.

- Consider serving on a campus life/community committee or become a student leader and make a difference. Visit VLink or speak with your Student Government Association for more information!
- Travel the world! Look into study abroad opportunities at Office for International Programs & Partnerships.

- Think about three people you can ask for letters of recommendation (professors, mentors, advisors, supervisors, etc.). Give them at least two weeks' advance notice!
- When is the deadline for your graduate school application? Visiting the program admissions webpage. Most do not accept late applicants!

- Shoot for a GPA of 3.0.
- "I have a plan for after graduation." If this describes you, great! If not, visit your Faculty Advisor or Career Center!
- Complete at least 30 credit hours to graduate.
- Submit your application(s) for graduate school, an apprenticeship, or for fulltime employment.

- Engage in an independent study project or an academic internship to complement your major. An appointment with Career Services may help you locate a suitable internship.
- Discuss future plans with your faculty mentor or advisor that includes employment, finances, and other life goals.
- Apply for graduation one semester prior to your anticipated date. Visit the Academic Advising Center to ensure you are on track.

- Continue to present research or creative works at the Engaged Scholar Symposium or similar.
- Set up an informational interview with an individual (especially an alumnus) currently in the field you aspire to work in.

- Identify employers of interest and seek them out at job fairs, online, at on-campus information sessions, staffing agencies, etc. The Career Center can help.
- Before a job interview, schedule a mock interview with the Career Center or speech coaching with the Communication Hauser Lab.

- Have you received your acceptance for graduate school or an employment offer? If not, network: talk to faculty, the Career Center, and get on LinkedIn.
- Formulate and implement a strategy for life after graduation: attend career fairs, graduate fairs, apply to fellowships, etc.
- Update your information with Alumni Relations. Enjoy alumni mixers, events and continued access to Career Center services!
- Remember to do your exit loan counseling on studentloans.gov.

- Art
- Copywriting
- Print production
- Broadcast production
- Publishing
- Technical writing
- Web design
- Product design
- Graphic design
- Casting
- Illustration
- Special events
- Media relations
- Risk and crisis communication
- Health communication
- Fundraising
- Marketing communication
- Labor relations
- Consulting
- Advertising sales

For additional info, visit the Career Center website and check out "What Can I Do With This Major?" www.utrgv.edu/careercenter