



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

**2024-2026**

	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes		
FIRST YEAR	FALL	3	Choose 1	Communication	C	010	For all 010 courses: Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301. For ENGL 1302, a grade of "C" or better in ENGL 1301.	See General Education Core for more details Option: ENGL 1301	
		3	Choose 1	American History		060		See General Education Core for more details. Options: HIST 1301 or HIST/MASC 2327	
		3	Choose 1	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended	
		3	Choose 1	Mathematics	C	020	College Ready TSI status in Mathematics or MATH 0314/0332/0342.	See General Education Core for course options.	
		3	COMM 1311	Introduction to Communication		090		Satisfies Core section 090 - Integrative and Experiential Learning	
			UNIV	1301 Learning Framework 1101 Academic and Career Success 1001 Living and Working by Design				As required, based on credit hours earned, TSI status, High School rank, major declaration. May apply as free elective.	
<b>15 Semester Total Hours</b>									
FIRST YEAR	SPRING	3	Choose 1	Communication	C	010	For all 010 courses: Satisfactory scores on English portion of ACT test and TSI examination or ENGL 0301. For ENGL 1302, a grade of "C" or better in ENGL 1301.	See General Education Core for more details Options: ENGL 1302 or ENGL 1305	
		3	Choose 1	American History		060		See General Education Core for more details. Options: HIST 1302 or HIST/MASC 2328	
		3	COMM 1307	Introduction to Mass Communication	C			Satisfies Major-Specific Requirement.	
		3	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.	
		3	Choose 1	Social and Behavioral Sciences		080		See General Education Core for course options.	
<b>15 Semester Total Hours</b>									
SECOND YEAR	FALL	3	POLS 2305	U.S. Federal Govt & Politics		070			
		4	Choose 1	Life and Physical Sciences		030	May apply pending course selection	See General Education Core for course options. 1 credit hour of lab may apply to category 090.	
		3	Choose 1	Language, Philosophy & Culture		040		See General Education Core for course options.	
		3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.	
		3	13XX-43XX	Free Elective					
	<b>16 Semester Total Hours</b>								
	SECOND YEAR	SPRING	3	POLS 2306	Texas Government & Politics		070		
			1	Choose 1	Integrative/Experiential Learning Option		090		See General Education Core for course options.
			4	Choose 1	Life and Physical Sciences		030	May apply pending course selection	See General Education Core for course options. 1 credit hour of lab may apply to category 090.
			3	COMM 3303	Writing for Mass Media	C			Satisfies Major-Specific Requirement.
3			13XX-43XX	Free Elective					
<b>14 Semester Total Hours</b>									

The 2024-2026 list of core courses can be found in the 2024-2026 Undergraduate Catalog: [www.utrgv.edu/catalog](http://www.utrgv.edu/catalog) > See 'Bachelors Degree Program Regulations'

**Symbols Key**

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

**Bolded Course #:** Program Admission Requirement

**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 - Applied Communication and Literacies; 090 - Humanities; 090 - Leadership; 090 - Science Labs; 090 - Interdisciplinary ; 090 - Technologies; 090 - Language Diversity & Writing.

		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		Minimum grade of C in COMM 3303 and COMM 1336	Satisfies Major-Specific Requirement.
		3	COMM 3350	Research in Communication	C			Satisfies Major-Specific Requirement.
		3	COMM 4313	Communication Law and Ethics	C			Satisfies Major-Specific Requirement.
		3	13XX-43XX	Free Elective				
<b>15 Semester Total Hours</b>								
THIRD YEAR	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	13XX-43XX	Free Elective				
		3	13XX-43XX	Free Elective				
<b>15 Semester Total Hours</b>								
		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
FOURTH YEAR	FALL	3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
		3	COMM 4335	Creative and Media Strategies	C		Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or consent of instructor.	Satisfies Major-Specific Requirement.
		3	COMM 43XX	Cluster Area	C			Public Relations: COMM 4322 (prerequisite: Minimum grade of C in COMM 3303 and COMM 3321 ) Advertising: COMM 4310 (prerequisite COMM 3304 with minimum grade of C)
		3	COMM 33XX	Cluster Area	C			Public Relations: COMM 3327 (prerequisite COMM 3303 with minimum grade of C.) Advertising: COMM 3353 (prerequisite COMM 1336 with minimum grade of C, COMM 2310 with minimum grade of C.)
		3	13XX-43XX	Free Elective				
<b>15 Semester Total Hours</b>								
FOURTH YEAR	SPRING	3	13XX-43XX	Free Elective				
		3	COMM 4338	Communication Campaigns	C		Minimum grade of C in [(COMM 3304 or COMM 3321) and COMM 3350 and COMM 4335] or consent of instructor.	Satisfies Major-Specific Requirement.
		3	COMM 33XX	Cluster Area	C			Public Relations: COMM 3305 (prerequisite COMM 3303 with minimum grade of C.) Advertising: COMM 3348 (prerequisite COMM 3304 with minimum grade of C.)
		3	13XX-43XX	Free Elective				
<b>15 Semester Total Hours</b>								

120 TOTAL HOURS

(42) Advanced minimum credit hours

Revised: Thursday, August 29th, 2024