

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

The 2026-2027 list of core courses can be found in the 2026-2027 Undergraduate Catalog: www.utrgv.edu/catalog > See 'Bachelors Degree Program Regulations'

Symbols Key										
Campus: B - Offered in Brownsville; E - Offered in Edinburg; O - Offered Online; T - Travel Required										
Bolted Course Number*: Program Admission Requirement										
Min Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.										
Core: 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;										
Core: 090 - Applied Communication and Literacies; Humanities; Leadership; Science Labs; Interdisciplinary; Technologies; Language Diversity & Writing										
Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes	
1	Fall	3	B/E/O	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	
1	Fall	3	B/E/O	Choose 1	American History		060		See General Education Core for more details. Options: HIST 1301 or HIST/MASC 2327	
1	Fall	3	B/E/O	Choose 1	Creative Arts		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended	
1	Fall	3	B/E/O	Choose 1	Mathematics	C	020		College Ready TSI status in Mathematics or MATH 0314/0332/0342.	See General Education Core for course options.
1	Fall	3	B/E/O	COMM 1311	Fundamentals of Human Communication		090			Satisfies Core section 090 - Integrative and Experiential Learning
1	Fall		B/E/O	UNIV	1301 Learning Framework 1101 Academic and Career Success 1001/1300 Living and Working by Design				As required, based on a number of factors such as credit hours earned, TSI status, high school rank, major declaration, etc.	
1	Fall	15	Semester Total Hours							
1	Spring	3	B/E/O	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	
1	Spring	3	B/E/O	Choose 1	American History		060		See General Education Core for more details. Options: HIST 1302 or HIST/MASC 2328	
1	Spring	3	B/E	COMM 1307	Introduction to Mass Communication	C			Satisfies Major-Specific Requirement.	
1	Spring	3	B/E/O	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.	
1	Spring	3	B/E/O	Choose 1	Social and Behavioral Sciences		080		See General Education Core for course options.	
1	Spring	15	Semester Total Hours							
Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes	
2	Fall	3	B/E/O	POLS 2305	U.S. Federal Govt & Politics		070			
2	Fall	4	B/E/O	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.	
2	Fall	3	E	COMM 1309	Introduction to Multimedia Production					
2	Fall	3	B/E/O	Choose 1	Language, Philosophy & Culture		040		See General Education Core for course options.	
2	Fall	3	E/O	COMM 3303	Writing for Mass Media	C			Satisfies Major-Specific Requirement.	
2	Fall	3	B/E/O	13XX-43XX	Free Elective					
2	Fall	19	Semester Total Hours							
2	Spring	3	B/E/O	POLS 2306	Texas Government & Politics		070			
2	Spring	1	B/E/O	Choose 1	Integrative/Experiential Learning Option		090		See General Education Core for course options.	
2	Spring	4	B/E/O	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.	
2	Spring	3	E	COMM 2300	Introduction to Social Media					
2	Spring	3	B/E/O	13XX-43XX	Free Elective					
2	Spring	14	Semester Total Hours							

Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes
3	Fall	3	B/E	COMM 3333	Theories of Communication	C			Satisfies Major-Specific Requirement.
3	Fall	3	E/O	COMM 3349	Multi-Media Storytelling	C		Grade of "C" or better in COMM 1309 and COMM 3303.	Satisfies Major-Specific Requirement.
3	Fall	3	B/E	COMM 3350	Research in Communication	C			Satisfies Major-Specific Requirement.
3	Fall	3	E/O	COMM 4313	Mass Media Law and Ethics	C			Satisfies Major-Specific Requirement.
3	Fall	3	B/E/O	13XX-43XX	Free Elective				
3	Fall	15 Semester Total Hours							
3	Spring	3	E/O	COMM 4332	Principles of Visual Communication and Media Design	C			Satisfies Major-Specific Requirement.
3	Spring	3	E	COMM 3304	Advertising: Theory and Practice	C			Satisfies Major-Specific Requirement.
3	Spring	3	O	COMM 3321	Public Relation: Theory and Practice	C			Satisfies Major-Specific Requirement.
3	Spring	3	B/E/O	13XX-43XX	Free Elective				
3	Spring	3	B/E/O	13XX-43XX	Free Elective				
3	Spring	15 Semester Total Hours							

Year	Semester	Credit Hours	Campus	Course Number	Course Title	Minimum Grade	Core	Prerequisite	Additional Notes
4	Fall	3	B/E/O	Choose 1	Language, Philosophy & Culture		040		See General Education Core for course options.
4	Fall	3	O	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.
4	Fall	3	B/E/O	COMM 43XX	Cluster Area	C			Public Relations Cluster: COMM 3305, COMM 3327, or COMM 4322 Advertising Cluster: COMM 3348, COMM 3363, or COMM 4310
4	Fall	3	B/E/O	COMM 33XX	Cluster Area	C			Public Relations Cluster: COMM 3305, COMM 3327, or COMM 4322 Advertising Cluster: COMM 3348, COMM 3363, or COMM 4310
4	Fall	3	B/E/O	13XX-43XX	Free Elective				
4	Fall	15 Semester Total Hours							
4	Spring	3	E	13XX-43XX	Free Elective				
4	Spring	3	E	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.
4	Spring	3	B/E/O	COMM 33XX	Cluster Area	C			Public Relations Cluster: COMM 3305, COMM 3327, or COMM 4322 Advertising Cluster: COMM 3348, COMM 3363, or COMM 4310
4	Spring	3	B/E/O	COMM 4315	Persuasive Communication	C			
4	Spring	3	B/E/O	33XX-43XX	Free Advanced Elective				
4	Spring	15 Semester Total Hours							

123 TOTAL HOURS
(42) Advanced minimum credit hours

Revised: Tuesday, March 3, 2026