The University of Texas Rio Grande Valley

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

2025-2026

	<u></u>	A	Min.		A 104 - 141
н	Course #	Course Title	Min. Grade	EC Prerequisite	Additional Notes
3	Choose 1	Communication	С	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		160	See General Education Core for more details. Options: HIST 1301 or HIST/MASC 2327
3	Choose 1	Creative Arts		150	See General Education Core for course options. THTF 1310 or THTF 2366 Recommended
3	Choose 1	Mathematics	С	20 College Ready TSI status in Mathematics or MATH 0314/0332/0342.	See General Education Core for course options.
3	COMM 1311	Introduction to Communication		90	Satisfies Core section 090 - Integrative and Experiential Learning
	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.
15 Se	mester Total Hours				
3	Choose 1	Communication	с	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		60	See General Education Core for more details. Options: HIST 1302 or HIST/MASC 2328
3	COMM 1307	Introduction to Mass Communication	С		Satisfies Major-Specific Requirement.
3	COMM 1315	Public Speaking	С		Satisfies Major-Specific Requirement.
3	Choose 1	Social and Behavioral Sciences		80	See General Education Core for course options.
3	Choose 1	Social and Benavioral Sciences			See General Editation core for totalse options.
	mester Total Hours	Social and Benevioral Sciences			
		Course Title	Min. Grade		Additional Notes
15 Se	mester Total Hours		Min. (Grade		
15 Sei	mester Total Hours Course #	Course Title	Min. (Grade	EC Prarequisite	Additional Notes
15 Se н з	mester Total Hours Course # POLS 2305	Course Title U.S. Federal Govt & Politics	Min. (Grade	EC Prerequisite	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego
15 Set H 3 4	mester Total Hours Course # POLS 2305 Choose 1	Course Title U.S. Federal Govt & Politics Life and Physical Sciences	Min. (Grade	EC Prerequisite 170 130 May apply pending course selection	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090.
H 3 4 3	mester Total Hours Course # POLS 2305 Choose 1 Choose 1	Course Title U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture	Min. Grade	EC Prerequisite 70 30 May apply pending course selection	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090. See General Education Core for course options.
15 Ser н 3 4 3 3 3	mester Total Hours Course # POLS 2305 Choose 1 Choose 1 COMM 1336	Course Tale U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture Television Production	Min. Grade	EC Prerequisite 70 30 May apply pending course selection	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090. See General Education Core for course options.
15 Ser н 3 4 3 3 3	mester Total Hours Course # POLS 2305 Choose 1 Choose 1 COMM 1336 13XX-43XX	Course Tale U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture Television Production	Min. Grade	EC Prerequisite 70 30 May apply pending course selection	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090. See General Education Core for course options.
15 Ser H 3 4 3 3 3 3 16 Ser	mester Total Hours Course # POLS 2305 Choose 1 Choose 1 COMM 1336 13XX-43XX mester Total Hours	Course Tale U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture Television Production Free Elective	Min. Grade	EC Prerequisite 70 33 May apply pending course selection 440	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090. See General Education Core for course options.
15 Ser H 3 4 3 3 3 16 Ser 3	mester Total Hours Course # POLS 2305 Choose 1 Choose 1 COMM 1336 13XX-43XX mester Total Hours POLS 2306	Course Tale U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture Television Production Free Elective Texas Government & Politics	Min. Grade	EC Prerequisite Pr	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to catego 090. See General Education Core for course options. Satisfies Major-Specific Requirement.
15 Ser 3 - 4 - 3 - 3 - 3 - 16 Ser 1 -	mester Total Hours Course # POLS 2305 Choose 1 Choose 1 COMM 1336 13XX-43XX mester Total Hours POLS 2306 Choose 1	Course Title U.S. Federal Govt & Politics Life and Physical Sciences Language, Philosophy & Culture Television Production Free Elective Texas Government & Politics Integrative/Experiential Learning Option	Min. Grade	EC Prerequisite Prorequisite Nay apply pending course selection Nato Provide Prerequisite Provide Provide Provide Prerequisite Provide Pro	Additional Notes See General Education Core for course options. 1 credit hour of lab may apply to categ 090. See General Education Core for course options. Satisfies Major-Specific Requirement. See General Education Core for course options. See General Education Core for course options. See General Education Core for course options.
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Symbols Key

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

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.

н	Course #	Course Title	Min. Grade	C Prerequisite	Additional Notes
3	COMM 3333	Theories of Communication	с		Satisfies Major-Specific Requirement.
3	COMM 3349	Multi-Media Storytelling	с	Minimum grade of C in COMM 3303 and COMM 1336	Satisfies Major-Specific Requirement.
3	COMM 3350	Research in Communication	С		Satisfies Major-Specific Requirement.
3	COMM 4313	Communication Law and Ethics	с		Satisfies Major-Specific Requirement.
3	13XX-43XX	Free Elective			
15 Sem	nester Total Hours				
3	COMM 4332	Visual Communication	С		Satisfies Major-Specific Requirement.
3	COMM 3304	Advertising: Theory and Practice	С		Satisfies Major-Specific Requirement.
3	COMM 3321	Public Relation: Theory and Practice	С		Satisfies Major-Specific Requirement.
3	13XX-43XX	Free Elective			
2	13XX-43XX	Free Elective			
3					
	nester Total Hours				
	nester Total Hours Course #	Course Title	Min. Grade GE0	C Prerequisite	Additional Notes
15 Sem		Course Title Free Elective	Min. Grade GEC	C Prerequisite	Additional Notes
15 Sem н	Course #		Min. Grade GEO	C Prerequisite Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or consent of instructor.	
15 Sem н 3	Course # 13XX-43XX	Free Elective		Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or	Internship in Mass Communication is recommended. Satisfies Major-Specific Requirement. Public Relations: COMM 4322 (prerequisite: Minimum grade of C in COMM 3303 and COMM 3321)
15 Sem H 3 3	Course # 13XX-43XX COMM 4335	Free Elective Creative and Media Strategies	С	Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or	Internship in Mass Communication is recommended. Satisfies Major-Specific Requirement. 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) Public Relations: COMM 3327 (prerequisite COMM 3303 with minimum grade of C.) Advertising: COMM 3353 (prerequisite COMM 1336 with minimum grade of C. COM
15 Sem H	Course # 13XX-43XX COMM 4335 COMM 43XX	Free Elective Creative and Media Strategies Cluster Area	C C	Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or	Internship in Mass Communication is recommended. Satisfies Major-Specific Requirement. 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) Public Relations: COMM 3327 (prerequisite COMM 3303 with minimum grade of C.)
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15 Sem H - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 - 3 -	Course # 13XX-43XX COMM 4335 COMM 43XX COMM 33XX 13XX-43XX	Free Elective Creative and Media Strategies Cluster Area Cluster Area	C C	Minimum grade of C in [COMM 3350 and either COMM 3304 or COMM 3321] or	Internship in Mass Communication is recommended. Satisfies Major-Specific Requirement. 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) Public Relations: COMM 3327 (prerequisite COMM 3303 with minimum grade of C.) Advertising: COMM 3353 (prerequisite COMM 1336 with minimum grade of C. COM
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120 TOTAL HOURS

(42) Advanced minimum credit hours

Revised: Tuesday, February 18th, 2025