



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

2025-2026

		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 1001/1300 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 Semester Total Hours								
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.			
15 Semester Total Hours									
		H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
SECOND YEAR	FALL	3	POLS 2305	U.S. Federal Govt & Politics		070	May apply pending course selection		
		4	Choose 1	Life and Physical Sciences		030		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					
	16 Semester Total Hours								
	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						
14 Semester Total Hours									

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'

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				
	15 Semester Total Hours							
	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				
	15 Semester Total Hours							
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				
	15 Semester Total Hours							
	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				
		3	33XX-43XX	Free Advanced Elective				
	15 Semester Total Hours							

120 TOTAL HOURS
(42) Advanced minimum credit hours

Revised: Tuesday, February 18th, 2025