

Choose 1	Communication (Core)
Choose 1	American History (Core)
Choose 1	Creative Arts (Core)
Choose 1	Mathematics (Core)
Choose 1	Introduction to Communication
UNIV 1301	Learning Framework
Choose 1	Communication (Core)
Choose 1	American History (Core)
COMM 1307	Introduction to Mass Communication
COMM 1315	Public Speaking and Social Behavioral Sciences (Core)
Choose 1	Choose 1

FIRST YEAR

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

SECOND YEAR

COMM 3333	Theories of Communication
COMM 3349	Multi-Media Storytelling
COMM 3350	Research in Communication
COMM 4313	Communication Law and Ethics
13XX-43XX	Minor or Free Elective
COMM 4332	Visual Communication
COMM 3304	Advertising: Theory and Practice
COMM 3321	Public Relation: Theory and Practice
33XX-43XX	Minor or Free Elective (Advanced)
33XX-43XX	Minor or Free Elective

THIRD YEAR

13XX-43XX	Free Elective
COMM 4335	Creative and Media Strategies
COMM 43XX	Cluster Area
COMM 33XX	Cluster Area
33XX-43XX	Minor or Free Elective (Advanced)
COMM 43XX	Cluster Area
COMM 4334	Communication Campaigns
COMM 33XX	Cluster Area
13XX-43XX	Free Elective

FOURTH YEAR

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.

Contact Info

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UTRio Grande Valley

# BLUE PRINT

**MASS COMMUNICATION (BA)**  
 \*Advertising and Public Relations  
 Catalog: 2017-18  
 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.

# 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.

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

- 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.

- 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.

### 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 the Kuder Journey.
- 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.

- Want to explore different careers? Check out Kuder Journey!
- 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

- 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.

- 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.

### 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.

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

- 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.

- 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.

### 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.

- 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!

- 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.

- 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.

### LIFE AFTER GRADUATION

- Create a résumé and set up your profile on the Career Connection 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 the Career Center portal!
- Check your UTRGV email for the daily Messenger- locate and attend one student workshop.

- Update your resume in Career Connection 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.

- 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!

- 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](http://www.utrgv.edu/careercenter)