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.

**Edinburg Campus** ELABS 165 (956)665-3583 Melissa.guajardo@utrgv.edu

Anavelia.wilson@utrgv.edu

**Brownsville Campus** 

MAIN 1.210 (956) 882-8297

**Associate Department Chair** Dr. Jennifer Lemanski Jennifer.lemanski@utrgv.edu

**Department Chair** Dr. John Cook John.cook@utrgv.edu

Contact Info

# **MASS COMMUNICATION (BA)** \*Broadcast Catalog: 2017-18 **COLLEGE OF LIBERAL ARTS**

annual II I sacan II II I annual I I I I annual

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.

**Additional Info** 

All courses in the major

must be passed with a

"C" or better.

## **AA3Y GRIHT**

## **RABY TERIF**

(Core)

(Core)

Zelevision News	COWW 3327
MATI TINU	01

Television News	7355 N
W=1 11110	

Broadcast Advertisii	
Broadcast Core	COMM X3XX

COMMANAIS	Wideo and Film Editing II
COWW 3323	Production
COMM 3363	Broadcast Advertising

XXE4-XXEE	Minor or Free Elective (Advanced)	
ZTC+ MIMO	אומפט פווט בווווו במונוווצ וו	

Broadcast News Writing	COWM 3321
(Advanced)	XXEÞ-XXEE

Broadcast News Writing	COWM 332T

Broadcast Audio Product	COWM 3339
SILIZIAN CM ZNI JEDZDDOJE	TCCC IAHAIOO

Broadcast Audio Productio	COMM 3339
---------------------------	-----------

Minor or Free Elective	AACV AACC
Broadcast Audio Production	6555 IVIIVIOJ

Free Flective	XXE4-XXE1
(bəɔnsvbA)	XXE4-XXEE
Minor or Free El	ANCV ANCC

Free Elective	13XX-43XX
Free Elective	XXE4-XXE1
(Advanced)	VVC+-VVCC

### COMM 3327 Reporting 1 Ethics **COWM 4313** Communication Law and COMM 2310 Video and Film Editing I

COMM 3350 Research in Communication

COMM 3333 Theories of Communication

COMM 4332 Visual Communication

COMM 3349 Multi-Media Storytelling

COMM 3303 Writing for Mass Media

13XX-43XX

13XX-43XX

Minor or Free Elective

Minor or Free Elective

Ţ əsooy;	Government/ Political		
SEC	<b>HAHY UNO</b>		

Choose 1	Life and Physical Sciences
Choose 1	Science (Core)

Language, Philosophy & Culture (Core)	Choose 1
(2102)	

UTRio Grande Valley

,,	9881 MMO.	Television Production
$\Box$	Z08T MM03	Communication
,,	ZOEL MIMOS	CCDIAL ON HOUSENDOUSHI

Science (Core)	
Government/ Political	Choose 1

Choose 1	(Core)
r osood)	LITE and Physical Science

Learning Option (Core)	T 2000U2
integrative/ Experientia	Choose 1

Minor or Free Elective	AACV AACC
Minor or Free Elective	T3XX-43XX

(Advanced)

# 33XX-43XX

### COMM 1315 Public Speaking Communication COWM 1311 Introduction to **Behavioral Sciences** Choose 1 Social and

American History

Communication

Free Elective

Learning Framework

Mathematics (Core)

Creative Arts (Core)

American History

Communication

(Core)

(Core)

Choose 1

Choose 1

**UNIV 1301** 

T3XX-43XX

Choose 1

Choose 1

Choose 1

Choose 1

# BLUEPRINT EXPERIENCES

	FIRST YEAR	SECOND YEAR	THIRD YEAR	FOURTH YEAR AND BEYOND
MILESTONES	<ul> <li>□ UTRGV has a Writing Center and a Learning Center. Make it a point to visit them!</li> <li>□ Complete your core English classes (section 010) during your first year.</li> <li>□ Complete 30 credit hours every year in order to graduate in 4 years.</li> <li>□ Shoot for a GPA of 3.0.</li> <li>□ Take a MATH class that satisfies your core requirement in your first year.</li> </ul>	<ul> <li>□ Shoot for a GPA of 3.0.</li> <li>□ Complete major foundation classes, such as COMM 1307.</li> <li>□ Complete 30 credit hours.</li> </ul>	<ul> <li>□ Shoot for a GPA of 3.0.</li> <li>□ Complete 30 credit hours.</li> <li>□ Have you landed an internship or acquired research experience? This is the year to make it happen.</li> </ul>	<ul> <li>□ Shoot for a GPA of 3.0.</li> <li>□ "I have a plan for after graduation." If this describes you, great! If not, visit your Faculty Advisor or Career Center!</li> <li>□ Complete at least 30 credit hours to graduate.</li> <li>□ Submit your application(s) for graduate school, an apprenticeship, or for fulltime employment.</li> </ul>
ADVICE & SUPPORT	<ul> <li>Meet with your academic advisor and bring your orientation folder with you to every session!</li> <li>Choose a major with confidence- Visit my.UTRGV.edu and check out the Kuder Journey.</li> <li>Visit a faculty member during their office hours and ask a question about class.</li> <li>Classes fill up fast. When registration opens, be sure to register on the first day for your group.</li> <li>Cold or flu getting you down? We have Student Health Services on campus with free office visits.</li> </ul>	<ul> <li>□ Want to explore different careers? Check out Kuder Journey!</li> <li>□ Come ready with course suggestions and questions when you visit your academic advisor.</li> <li>□ Visit the Communication Hauser Lab for help with your speeches.</li> <li>□ Trouble making your tuition payment? The Financial Aid Office can help. Payment plans and emergency loans are also available</li> </ul>	<ul> <li>Seek out research opportunities within your major and join a professional organization.</li> <li>Check DegreeWorks to make sure you are on track for graduation next year.</li> <li>Apply for internship and/or job shadowing opportunities. Discuss this with your advisor, faculty mentor, or Career Center.</li> </ul>	<ul> <li>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.</li> <li>Discuss future plans with your faculty mentor or advisor that includes employment, finances, and other life goals.</li> <li>Apply for graduation one semester prior to your anticipated date. Visit the Academic Advising Center to ensure you are on track.</li> </ul>
APPLY WHAT YOU LEARN	<ul> <li>Look for a service-learning course! For guidance, visit Engaged Scholarship &amp; Learning Office.</li> <li>Participate in a campus-sponsored community service project.</li> <li>Ask a student in class to study with you.</li> </ul>	<ul> <li>□ To find undergraduate research opportunities, visit the Engaged Scholarship &amp; Learning Office.</li> <li>□ Consider attending the LeaderShape Institute or attend the Engaged Scholar Symposium.</li> </ul>	<ul> <li>☐ Go show off your research, service-learning or creative works at the Engaged Scholar Symposium!</li> <li>☐ Sharpen your writing skills! Take an intensive writing course or become the secretary for your organization.</li> </ul>	<ul> <li>Continue to present research or creative works at the Engaged Scholar Symposium or similar.</li> <li>Set up an informational interview with an individual (especially an alumnus) currently in the field you aspire to work in.</li> </ul>
GLOBAL, CAMPUS & COMMUNITY ENGAGEMENT	<ul> <li>□ Set up your profile on the Engagement Zone through My.UTRGV.edu.</li> <li>□ Attend a diversity based campus or community event (e.g. MLK Day of Service).</li> <li>□ Join a student organization! Consider looking into University Radio or University TV, or visit VLink (utrgv.edu/vlink) for options.</li> </ul>	<ul> <li>□ Look at study abroad opportunities! Consider going to a program in English or Communication.</li> <li>□ Check out a cultural campus or community event such as HESTEC or FESTIBA.</li> <li>□ Join another student organization. Visit VLink for options.</li> <li>□ Check out a campus event that offers free lunchbring a friend!</li> </ul>	<ul> <li>□ 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!</li> <li>□ Travel the world! Look into study abroad opportunities at Office for International Programs &amp; Partnerships.</li> </ul>	<ul> <li>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.</li> <li>Before a job interview, schedule a mock interview with the Career Center or speech coaching with the Communication Hauser Lab.</li> </ul>
LIFE AFTER GRADUATION	<ul> <li>□ Create a résumé and set up your profile on the Career Connection icon: (My.UTRGV.edu).</li> <li>□ Got summer plans? Visit Career Center and ask about places to do some job shadowing.</li> <li>□ 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!</li> <li>□ Check your UTRGV email for the daily Messenger- locate and attend one student workshop.</li> </ul>	<ul> <li>□ Update your resume in Career Connection and have it reviewed.</li> <li>□ Visit the Career Center site to find a job fair to attend. At the event, approach a recruiter and discuss internships.</li> <li>□ Will a minor expand your career options? We recommend English or Spanish.</li> <li>□ Explain to someone how your academic program aligns with your strengths and interests.</li> </ul>	<ul> <li>□ Think about three people you can ask for letters of recommendation (professors, mentors, advisors, supervisors, etc.). Give them at least two weeks' advance notice!</li> <li>□ When is the deadline for your graduate school application? Visiting the program admissions webpage. Most do not accept late applicants!</li> </ul>	<ul> <li>☐ 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.</li> <li>☐ Formulate and implement a strategy for life after graduation: attend career fairs, graduate fairs, apply to fellowships, etc.</li> <li>☐ Update your information with Alumni Relations. Enjoy alumni mixers, events and continued access to Career Center services!</li> <li>☐ Remember to do your exit loan counseling on studentloans.gov.</li> </ul>

### **CAREERS**

- Programming
- Producing
- Promotion
- News reporting
- News producing
- News videography
- Sports casting
- Weather forecasting
- Anchoring
- Editing
- Directing
- Casting
- Research
- Management
- Sales
- Public relations
- News
- Programming
- Production
- Promotion
- Management
- Announcing
- Research
- Sales

For additional info, visit the Career Center website and check out "What Can I Do With This Major?"
www.utrgv.edu/careercenter

## UTRio Grande Valley