

BACHELOR OF ARTS DEGREE IN MASS COMMUNICATION

2009-2010 CATALOG

General Education Component

Communication (9 hours)

- _____ ENG 1310 (College Writing I) (*code 010*)
_____ ENG 1320 (College Writing II) (*code 010*)
_____ COMM 1310 (Fundamentals of Human Communication) (*code 011*)

Mathematics (3-4 hours) (code 020) Select one course from: _____

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| MATH 1315 (College Algebra) | MATH 1316 (Survey of Contemporary Mathematics) |
| MATH 1317 (Plane Trigonometry) | MATH 1319 (Math for Business and Economics I) |
| MATH 1329 (Math for Business and Economics II) | MATH 2321 (Calculus for Life Sciences I) |
| MATH 2417 (Pre-Calculus) | MATH 2471 (Calculus) |

Natural Science (7-8 hours) (code 030 and/or 031) Select two courses (7-8 hours***) from: _____

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|---|--|
| ANTH 2414 (Physical Anthropology) | BIO 1421 (Modern Biology II) |
| BIO 1320 (Modern Biology I) | BIO 1431 (Organismal Biology) |
| BIO 1430 (Functional Biology I) | CHEM 1430 (Chem. for non-science majors.) |
| CHEM 1310 (Intro. for non-science majors) | CHEM 1342/1142 (General Chemistry II) |
| CHEM 1341/1141 (General Chemistry I) | GEOL 1420 (Historical Geology) |
| GEOL 1410 (Physical Geology) | PHYS 1320 (Elem. Phys II) PHYS 1110 (Lab) |
| PHYS 1310 (Elem. Phys I) | PHYS 1350 (Astronomy) PHYS 1140 (Lab) |
| PHYS 1340 (Astronomy) | PHYS 1420 (General Physics II) |
| PHYS 1410 (General Physics I) | |

Humanities and Visual and Performing Arts (3 hours for each requirement/6 hours total)

- _____ Select one course from: (*code 041*) **PHIL 1305** (Philosophy and Critical Thinking) or **PHIL 1320** (Ethics and Society)
_____ Select one course from: (*code 050*) **ART 2313/ DAN 2313/ MU 2313/ TH 2313** (Intro. to Fine Arts)

Social and Behavioral Sciences (15 hours)

- _____ **HIST 1310** (American History before 1865) and _____ **HIST 1320** (American History after 1865) (*code 060*)
_____ **POSI 2310** (Principles of American Govt.) and _____ **POSI 2320** (Functions of American Govt.) (*code 070*)
_____ Select one course from: (*code 080*)
_____ **ANTH 1312** (Cultural Anthropology) **ECO 2301** (Principles of Economics)
_____ **ECO 2314** (Principles of Microeconomics) **GEO 1310** (World Geography)
_____ **PSY 1300** (Introduction to Psychology) **SOCI 1310** (Introduction to Sociology)

Texas State Component (3 hours) (code 090)

- _____ **US 1100** (University Seminar) _____ **Physical Fitness and Wellness (PFW)**
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Bachelor of Arts (B.A.) Degree Component

Sophomore Literature (6 hours) (3 hrs. satisfy General Education Requirement and 3 hrs. satisfy BA degree requirement.)

- _____ Choose two different courses from: (*code 040*)
_____ **ENG 2310** (British Lit. before 1785) **ENG 2320** (British Lit. since 1785)
_____ **ENG 2330** (World Lit before 1600) **ENG 2340** (World Lit. since 1600)
_____ **ENG 2359** (American Lit. before 1865) **ENG 2360** (American Lit. since 1865)

Modern Language (6-14 hours)

A proficiency level or successful completion of 2310 and 2320 in American Sign Language, Arabic, Chinese, French, German, Italian, Japanese, Latin, or Spanish is required. 1410 and 1420 are the prerequisites for 2310 and 2320.

- _____ **1410** (Beginner I) _____ **1420** (Beginner II) _____ **2310** (Intermediate I) _____ **2320** (Intermediate II)

Additional Mass Communication Requirement

_____ **SOCI 3307** (Statistics for Behavioral Sciences) or any other approved statistics course. Mass Communication majors may use this course to count toward the math/science/logic/GEO 2410/CS component required for students earning a B.A. degree.

*** See undergraduate catalog for rules on 7 hours option for natural science.

Minor Component

A minor must be selected with any B.A. degree. The minor must be chosen from outside the School of Journalism and Mass Communication. See your undergraduate catalog or school advisor for a list of approved minors.

Major Component (33 hours)

Core Courses in Mass Communication (15 hours)

- ___ MC 1301 (Introduction to Mass Communication) ___ MC 1313 (*Writing for the Mass Media*)
___ MC 4301 (*Mass Communication Law*) ___ Choose one from: MC 3355, MC 4302, MC 4310
___ Choose one from the following: MC 3319/ 3311/ 3390/ 4304/ 4309/4312/ 4336D

Choose a sequence component in: Advertising, Electronic Media, Mass Communication (General), Journalism or Public Relations

Advertising (18 hours)

- ___ MC 3367 (Principles of Advertising)
___ MC 3368 (*Advertising Copy Writing*)
___ MC 3372 (*Advertising Media Planning*)
___ MC 4307 (*Advertising Campaigns*)
___ MC 4316F (*Account Planning*)
___ Select one course from the following:
 MC 3373 (*Commercial and Promotion Writing*)
 MC 3379 (*Advertising and PR Management*)
 MC 4303 (International Advertising)
 MC 4304 (*Advertising Portfolio*)
 MC 4306 (*Advertising Competition*)
 MC 4316B (*Direct Marketing/Direct Response Ad*)
 MC 4316D (*Advertising Media Sales*)

Mass Communication (General) (18 hours)

- ___ MC 3355 (Mass Media and Society)
___ MC 3360 (*Research Methods in MC*)
___ MC 3383 (*Editing for Clear Comm.*)
___ MC 4305 (*Theories of Mass Comm.*)
___ 3 hours of Advanced Mass Comm.
___ 3 hours of Advanced Mass Comm.

Public Relations (18 hours)

- ___ MC 3343 (Introduction to Public Relations)
___ MC 3360 (*Research Methods in Mass Comm.*)
___ MC 3383 (*Editing for Clear Comm.*)
___ MC 4313 (*Writing for Public Relations*)
___ MC 4320 (*Public Relations Campaigns*)
___ Select one course from the following:
 MC 3390 (*Publication Design & Production*)
 or
 MC 4336D (*Web Design Publishing*)

**Italicized courses have prerequisites.*

Electronic Media (18 hours)

- ___ MC 3306 (*Writing for Electronic Media*)
___ MC 3311 (*Video Production*)
___ MC 3312 (*TV News*)
___ MC 3374 (*Information Gathering and Analysis*)
___ MC 3394 (*Management of Electronic Media*)
___ Select one course from the following:
 MC 3307 (Audio Production)
 MC 3310 (*Radio News*)
 MC 3375 (Programming in Electronic Media)
 MC 4330 (*Internship*)
 MC 4356D (*Sports as News*)
 MC 4356I (*Visual Storytelling*)

Journalism (18 hours)

- ___ MC 3320 (*Advanced Reporting*)
___ MC 3374 (*Information Gathering and Analysis*)
___ MC 3383 (*Editing for Clear Communication*)
___ Select one course from the following:
 MC 3390 (*Publication Design & Production*)
 or
 MC 4336D (*Web Design and Publishing*)
___ Select one course from the following:
 MC 4312 (Photojournalism)
 MC 4356A (*Science Writing*)
 MC 4356B (*Editorials, Columns & Reviews*)
 MC 4356C (*Community Affairs*)
 MC 4356D (*Sports as News*)
 MC 4356F (*Feature Writing*)
 MC 4356H (*Multimedia Journalism*)
 MC 4356I (*Visual Storytelling*)
___ Select one course from the following:
 MC 4330 (*Internship*)
 or
 3 hours of advanced Mass Comm.

Open Elective Component

The University requires a minimum of **120 hours to graduate**. Of these hours **36 must be advanced**. If these minimum requirements are not met after the completion of the general education, B.A., major and minor course requirements, and any open elective(s) the student may already have, then the student will use open elective(s) to reach the requirements for graduation.

This sheet is for advising purposes only. Once a student has met all requirements for full-major status, an application for an official degree audit will be processed in the school office, OM 102. If you would like to schedule an advising appointment call (512) 245-2656. Pre-mass communication majors are required to be advised each semester prior to registration.

Academic Advisors: Harry Bowers, hb05@txstate.edu & Kathleen Harris, mh67@txstate.edu

www.masscomm.txstate.edu

Revised: May 5, 2009