

BACHELOR OF SCIENCE (B.S.) MAJOR IN ADVERTISING

Minimum required: 120 semester credit hours

Admission Requirements

1. Any student admitted to Texas State University with an overall GPA of at least a 2.25 and a "C" or higher in MC 1301 will automatically be admitted to their selected major in the School of Journalism and Mass Communication. If a student does not meet these requirements upon admission, they will be temporarily classified as a pre-major in the School of Journalism and Mass Communication. As soon as the student meets any missing requirements, they will be admitted to their selected major in the School of Journalism and Mass Communication.

General Requirements

1. The general education core curriculum courses are listed in the degree plan below along with the statewide component code number. See the General Education Core Curriculum (<http://mycatalog.txstate.edu/undergraduate/general-education-core-curriculum/>) section of this catalog for the Texas State requirements and options in the core curriculum, including Honors courses.
2. All students seeking B.S. or B.A. degrees within the School of Journalism and Mass Communication must complete ENG 1310, ENG 1320 and COMM 1310 or their equivalent courses to meet degree requirements. Most students will meet these requirements through their general education core curriculum.
3. In addition to the general education core curriculum, this major requires three hours of English literature, three hours of math/science/computer science courses and a minor.
4. Students must select a minor from the approved list of Undergraduate Minors (<http://www.mycatalog.txstate.edu/undergraduate/minors/>).
5. For transfer students, 12 semester credit hours (7 additional hour may also be acceptable at Texas State) may be transferred from a Texas public institution of higher education for the Communication Field of Study Sub-Area Advertising/Public Relations and be applied to the Bachelor of Science degree with a major in Advertising at Texas State University. More information about the Field of Study (<http://mycatalog.txstate.edu/undergraduate/general-information/academic-policies/texas-legislative-requirements/>) is available in the Academic Policies section of this catalog. The transferable Texas Common Course Number (TCCN) is listed below the Texas State University course number in the following course list. In some cases there are no direct equivalents for FOS courses, so the student would receive elective credit as indicated below with MC ELNA.

Code	Title	Hours
Competency Area 1 choose 9 hours from the following:		9
MC 1301	Introduction to Mass Communication	
TCCN: COMM 1307		
MC 3343	Introduction to Public Relations	
TCCN: COMM 2330		
MC 3367	Advertising	

TCCN: COMM 2327	
MC ELNA	
TCCN: COMM 2300	
MC ELNA	
TCCN: COMM 2301	
Competency Area 2 choose 3 hours from the following:	
MC 1313	Media Writing
TCCN: COMM 2311	
MC 3306	Writing for the Electronic Media
TCCN: COMM 2339	
MC 3311	Video Production
TCCN: COMM 1336	
MC 3321	News Writing and Reporting I
TCCN: COMM 2315	
MC 3383	Editing and Managing Content
TCCN: COMM 2305	
MC 4312	Photojournalism
TCCN: COMM 1318	
MC ELNA	
TCCN: COMM 1319	
MC ELNA	
TCCN: COMM 1337	
MC ELNA	
TCCN: COMM 2328	
MC ELNA	
TCCN: COMM 2329	
MC ELNA	
TCCN: COMM 2332	

Total Hours 12

6. All students in this degree program must earn a "C" or higher in each of three core courses in Mass Communication, which include:

Code	Title	Hours
MC 1301	Introduction to Mass Communication	3
MC 4301	Media Law and Ethics	3
MC 4381	Fundamentals of Digital and Online Media	3

7. All students in this degree program must earn a "C" or higher in all prerequisite courses and in the following major courses:

Code	Title	Hours
MC 3367	Advertising	3
MC 3372	Advertising Media Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 4317	Account Planning	3
MC 4307	Advertising Campaigns	3

Course Requirements

		Freshman	
		First Semester Hours	Second Semester Hours
ENG 1310 (Communication Component Code 010 [TCCN ENGL 1301])	3	ENG 1320 (Communication Component Code 010 [TCCN ENGL 1302])	3

COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3 MC 4381	3
Mathematics Component Code 020	3 ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component 050 [TCCN HUMA 1315])	3
POSI 2310 (Government/Political Science Component Code 070 [TCCN GOVT 2306])	3 POSI 2320 (Government/Political Science Component Code 070 [TCCN GOVT 2305])	3
MC 1301 (TCCN COMM 1307)	3 Social and Behavioral Sciences Component Code 080	3
US 1100	1	
	16	15

Sophomore

First Semester Hours	Second Semester Hours	
PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 1301 or 2306])	3 MC 4317	3
MC 3367	3 ENG Literature (Component Area Option Code 090/094) [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3
Life and Physical Sciences Component Code 030	3 Life and Physical Sciences Component Code 030	3
SOCI 3307	3 American History Component Code 060	3
American History Component Code 060	3 MC Elective	3
	15	15

Junior

First Semester Hours	Second Semester Hours	
Computer Science, Logic, Mathematics or Science ¹	3 MC 4338, 4339, or 4340	3
ENG Literature [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3 MC Elective	3
MC 4333	3 MC Advanced Elective	3
MC 3372	3 Minor	6
Minor	3	
	15	15

Senior

First Semester Hours	Second Semester Hours	
MC 4307	3 MC 4301	3
MC Advanced Elective	3 Minor	3
Minor	6 Free Electives	7
Free Electives	3 Media Performance	1
	15	14

Total Hours: 120

Code	Title	Hours
Media Performance		
Select 1 course from the following:		
MC 1100A	Careers in Media	1
MC 1100C	Seminar in Sports Broadcasting	1
MC 1100D	Digital Entrepreneurship	1
MC 1100E	Digital Media Tools and Skills	1
MC 1100F	Digital Media Innovation Concepts	1
MC 1100G	Coding Workshop	1
MC 1100H	Career Exploration: Destination America	1
MC 1100I	Fundamentals of Layout and Design	1
MC 1100J	Editing and Enhancing Digital Imagery	1
MC 1100K	Social Media Analytics Platforms	1
MC 1100L	Park Storytelling	1
MC 1100M	Drone Bootcamp	1
MC 1100O	Freelancing for Media Professionals	1
MC 1100P	Data Journalism	1
MC 1100Q	Post-Production Video	1
MC 1100R	The Power of Branding	1
MC 2111	Media Practicum	1
MC 3100	Grammar for Media Professionals	1
MC 4130	Internship	1

¹ Any mathematics course from the general education core curriculum Mathematics Component may be chosen except MATH 1316.