

# BACHELOR OF SCIENCE (B.S.) MAJOR IN ADVERTISING AND MASS COMMUNICATION

**Minimum required: 120  
semester credit hours**

## Admission Requirements

- Any student admitted to Texas State may declare and be admitted to the program under a temporary status called pre-mass communication. Once a student has accumulated at least thirty credit hours and meets the requirements outlined below, the student will be admitted to the school in full-major status. Students who fail to meet these requirements will not be admitted to the major.
  - An overall GPA of at least a 2.5 on a 4.0 scale.
  - A grade of a "C" or higher in the following courses or their equivalents:

Code	Title	Hours
COMM 1310	Fundamentals of Human Communication	3
ENG 1310	College Writing I	3
ENG 1320	College Writing II	3
MC 1301	Introduction to Mass Communication	3
MC 1100B	Grammar for Journalists (Note: Or a score of 70 or higher on the school's Punctuation, Usage and Grammar (PUG) test. The PUG is given by the Texas State Testing, Research-Support and Evaluation Center on the main campus. The PUG is administered weekly; call 512.245.2276 for testing times. There is a fee of \$40 per test. Students enrolled at the Round Rock Campus should call the One Stop Center at (512) 716-4000 for testing information.)	1

## General Requirements

- 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.
- In addition to the general education core curriculum, this major requires three additional hours of English literature, three hours of math/science/logic/computer science courses and a minor.
- Majors must select a minor from the approved list of Undergraduate Minors (<http://www.mycatalog.txstate.edu/undergraduate/minors>).
- All students in this degree program must earn a "C" or higher in each of four core courses in Mass Communication, which include:

Code	Title	Hours
MC 1301	Introduction to Mass Communication	3
MC 1313	Media Writing	3

MC 4301	Media Law and Ethics	3
MC 4381	Fundamentals of Digital and Online Media	3

- 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

## Course Requirements

Freshman	Hours
COMM 1310 (Component Area Option Code 090/091)	3
ENG 1310 (Communication Component Code 010)	3
ENG 1320 (Communication Component Code 010)	3
Mathematics Component Code 020 <sup>1</sup>	3
US 1100	1
POSI 2310 (Government/Political Science Component Code 070)	3
POSI 2320 (Government/Political Science Component Code 070)	3
MC 1301	3
MC 4381	3
ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component Code 050)	3
Social & Behavioral Sciences Component Code 080	3
	<b>31</b>

Sophomore	Hours
ENG Literature (Component Area Option Code 090/094)	3
PHIL 1305 or 1320 (Language, Philosophy & Culture Component Code 040)	3
MC 1313	3
MC 3367	3
Life & Physical Sciences Component Code 030	6
MC Elective	3
HIST 1310 (American History Component Code 060)	3
HIST 1320 (American History Component Code 060)	3
SOCI 3307	3
	<b>30</b>

Junior	Hours
Computer Science, Logic, Mathematics or Science <sup>1</sup>	3
ENG Literature	3

MC 4333	3
MC 4317 & MC 4333	6
MC 3372	3
Minor	9
MC Elective	3
MC Advanced Elective	3
	33
<b>Senior</b>	<b>Hours</b>
MC 4307	3
MC Advanced Elective	3
MC 4301	3
Select one of the following:	1
MC 1100A	
MC 1100B	
MC 1100C	
MC 2111	
MC 4130	
Minor	9
Free Electives	10
	29

Total Hours: 123

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