

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

**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 MC 1100B and MC 1301.

## 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.
- 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.
- 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>).
- 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 and Mass Communication 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.

Code	Title	Hours
<b>Competency Area 1 choose 9 hours from the following:</b>		<b>9</b>
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		
<b>Competency Area 2 choose 3 hours from the following:</b>		<b>3</b>
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		
<b>Total Hours</b>		<b>12</b>

- 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 4317	Account Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 3372	Advertising Media Planning	3
MC 4307	Advertising Campaigns	3

## Course Requirements

<b>Freshman</b>	<b>Hours</b>
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 1100B	1
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>32</b>

<b>Sophomore</b>	<b>Hours</b>
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 3319	3
HIST 1310 (American History Component Code 060)	3
HIST 1320 (American History Component Code 060)	3
SOCI 3307	3
	<b>30</b>

<b>Junior</b>	<b>Hours</b>
Computer Science, Logic, Mathematics or science <sup>1</sup>	3
ENG Literature	3
MC 4333	3
MC 4317	3
MC 3372	3
Minor	9
Select two of the following:	6
MC 3311	
MC 3312	
MC 3390	
MC 4312	

<b>MC 4324</b>	<b>Hours</b>
	30
<b>Senior</b>	<b>Hours</b>
MC 4307	3
MC Elective	3
MC 4301	3
Select one of the following:	1
MC 1100A	
MC 1100C	
MC 1100D	
MC 1100E	
MC 1100F	
MC 1100G	
MC 1100H	
MC 1100I	
MC 1100J	
MC 1100K	
MC 1100L	
MC 1100M	
MC 1100O	
MC 1100P	
MC 2111	
MC 4130	
Minor	9
Free Electives	9
	<b>28</b>

Total Hours: 120

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