

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 hours of English literature, three hours of math/science/computer science courses and a minor.
- Students 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 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 |
|---|------------------------------------|----------|
| 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: | | 3 |
| 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

- 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 4342 | Career Professionalism | 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 | Advertising Strategic Planning | 3 |
| MC 4333 | Creative Thinking & Advertising Concepting | 3 |
| MC 3372 | Advertising Media Planning | 3 |
| MC 4307 | Advertising Campaigns | 3 |
| or MC 4306 | Advertising Competition | |
| MC 4341 | The Power of Brands | 3 |

Choose 1 course from the following:

| | | |
|---------|-------------------------------|--|
| MC 4338 | Advanced Advertising Creative | |
| MC 4339 | Advanced Strategic Planning | |
| MC 4340 | Advanced Media Strategy | |

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 ¹ | 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 and Behavioral Sciences Component Code 080 | 3 |

31

Sophomore

Hours

| | |
|--|---|
| ENG Literature (Component Area Option Code 090/094) | 3 |
| PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040) | 3 |
| MC 3367 | 3 |
| MC 4317 | 3 |
| Life and Physical Sciences Component Code 030 | 6 |
| MC 4329 | 3 |
| SOCI 3307 | 3 |
| American History Component Code 060 | 6 |

30

Junior

Hours

| | |
|--|---|
| Computer Science, Logic, Mathematics or science ¹ | 3 |
| ENG Literature | 3 |
| MC 4333 | 3 |
| MC 3372 | 3 |
| MC 4338, 4339, or 4340 | 3 |
| Minor | 9 |
| Select six hours from the following: | 6 |
| MC 4330 | |
| MC 4331 | |
| MC 4362 | |
| MC 4357 | |

30

Senior

Hours

| | |
|--|---|
| MC 4307 or 4306 | 3 |
| MC 4301 | 3 |
| MC 3314, 3379, 4303, 4304, 4306, 4330, 4338, 4339, 4340, or 4349 | 3 |
| MC 4341 | 3 |
| MC 4342 | 3 |
| Choose 1 of the following: | 1 |
| MC 1100S | |
| MC 2111 | |
| MC 3100 | |
| MC 3111 | |
| MC 3112 | |
| MC 3113 | |
| MC 3114 | |
| MC 3115 | |
| MC 3116 | |
| MC 3117 | |
| MC 3118 | |

| | |
|----------------|---|
| MC 3119 | |
| MC 3120 | |
| MC 3121 | |
| MC 3122 | |
| MC 4130 | |
| Minor | 9 |
| Free Electives | 4 |
| <hr/> | |
| 29 | |

Total Hours: 120

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