

Old Main Building Room 102  
 Telephone: 512-245-2656 Fax: 512-245-7649  
[www.masscomm.txstate.edu](http://www.masscomm.txstate.edu) (<http://www.masscomm.txstate.edu>)

The School of Journalism and Mass Communication is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). Our program offers a curriculum that introduces students to the broad framework of mass communication, emphasizing what is common and fundamental to advertising, digital media, electronic media, journalism and public relations.

The mission of the School of Journalism and Mass Communication is to pursue excellence. Our programs strive to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be socially responsible media professionals, scholars and citizens. Students may earn a Bachelor of Arts in Mass Communication or a Bachelor of Science degree with a major in Advertising, Digital Media Innovation, Electronic Media, Journalism, or Public Relations.

Students may gain experience by working in student media, such as the *University Star*, KTSW 89.9 FM, *Bobcat Update*, Bobcat Promotions, and through internships outside the school. They also have the opportunity to participate in intercollegiate competitions through organizations such as the American Advertising Federation, Public Relations Society of America, Texas Intercollegiate Press Association, College Broadcasters, Inc, and the Society of Professional Journalists.

To earn a Bachelor of Science degree students must complete 120 semester hours, which includes the general education core curriculum requirements, B.S. support coursework requirements, 40 hours in the major, and a minor outside the school.

To earn a Bachelor of Arts degree in Mass Communication, students must complete 120 semester hours, which includes the general education core curriculum requirements, B.A. degree requirements, 33 hours in Mass Communication, and a minor outside the school.

For the Bachelor of Science degree community college transfer students may apply no more than 13 semester credit hours of mass communication transfer courses to the major portion of their degree. Transfer students from four-year institutions may apply no more than 19 semester credit hours of mass communication transfer courses to the major portion of their degree. Regardless of transfer coursework at least 21 hours of the major coursework must be earned at Texas State.

For the Bachelor of Arts degree community college transfer students may apply no more than 13 semester credit hours of mass communication transfer courses to the major portion of their degree. Transfer students from four-year institutions may apply no more than 15 semester credit hours of mass communication transfer courses to the major portion of their degree.

At the Round Rock Campus only the Bachelor of Arts major in Mass Communication degree program is offered. However, students majoring in other programs in the School of Journalism and Mass Communication may find some course offerings at the Round Rock Campus. Contact the School of Journalism and Mass Communication at 512-245-2656 or the One Stop Center at the Round Rock Campus at 512-716-4001 for more information.

In an effort to promote the academic welfare of all Mass Communication students, the school strongly recommends that all students seek

academic advising each semester. In certain situations, students may have an advising hold placed on their records. Advisors are available year round to assist students with academic issues and concerns. Students can call 512-245-1932 to make an advising appointment.

## Field of Study

The School of Journalism and Mass Communication (SJMC) will accept up to a 13 hour semester credit hour (15 hours from the Journalism field of study) block of coursework from the Communication Field of Study\* from Texas two-year colleges towards any major in the SJMC. The SJMC will accept up to a 19 hour SCH block of coursework from Texas four-year colleges and universities toward any BS major in the SJMC and up to a 13 hour SCH block of coursework toward the BA major in the SJMC.

\* Coursework from the first three sub-areas of the Communication field of study. These are (1) Advertising/Public Relations, (2) Journalism/Mass Communication and (3) Radio & Television Broadcasting/Broadcast Journalism. The curriculum in the fourth sub-area of Communication falls under another major and degree program at Texas State and would be applied to that major and degree accordingly, but not to degree programs in the SJMC.

## Majors Advertising

The Advertising program is dedicated to teaching students the strategic and creative skills necessary to solve clients' real world, real time, business problems. To that end, the Advertising program offers courses that cover the major job descriptions of advertising and marketing such as creative development, social media management and content development, strategic research and planning, business strategy and account management, ad media planning, buying and analytics. Through the sequence of courses, students are exposed to various job opportunities within the field and learn the skills necessary to become a professional in an advertising agency, company or specialized communications firm. Further, students may participate in Texas State's national, award winning AAF (American Advertising Federation) National Student Advertising Competition (NSAC) team.

## Digital Media Innovation

The Digital Media Innovation (B.S.) program immerses students in the breadth of digital knowledge to prepare them for new and emerging media roles. These roles, requiring advanced technology skills and digital perspective, include news application developers, multimedia experience producers, social media editors, engagement managers and data analysts, and can include positions in traditional media organizations, technology companies and media start-ups. Students in this sequence focus on digital strategy and experimentation associated with new models of storytelling and innovative applications of media.

## Electronic Media

The Electronic Media (B.S.) program offers courses designed to prepare students for careers in broadcasting, cable, satellite, and streaming. The courses emphasize journalism, audio and video production, management, and programming by combining skills instruction with decision-making opportunities, which students put into practice while working for student media. Electronic media sequence students receive hands-on experience while working for radio station KTSW, a cable access television channel, and online. Students are also encouraged to seek internships in professional media organizations off-campus.

## Mass Communication

The Mass Communication (B.A.) program offers students the opportunity to acquire a broad, flexible education aimed at a comprehensive understanding of the changing dynamics of mass communication in society. Whether it's telling a story through multiple platforms, building a personal brand, or engaging in research, the major helps prepare students to reach across the various communication disciplines for new insight, skills, forms of expression, and expanding employment opportunities in mass media.

## Journalism

The Journalism (B.S.) program prepares students to be multimedia, digital and print journalists with a solid foundation in writing, data analysis, editing and ethics in a career that is crucial to a democratic society. It offers students the opportunity to improve their storytelling, interviewing and research skills as well as develop the strategy and problem-solving skills required of today's workforce. Students are expected to produce professional quality work and are encouraged to gain additional experience through campus media outlets, including the University Star newspaper, and to seek internships with media organizations off campus.

## Public Relations

The Public Relations (B.S.) program prepares students for rewarding careers in the management of communication across all media platforms. The program focuses on research, innovation, and problem solving in a diverse and global society through creative and strategic thinking and the highest legal and ethical standards. Students have opportunities to practice their skills in Bobcat PRomotions, the student-run public relations agency, and in internships in Texas and major cities in the United States.

## Concentration in Sports Media

Any student pursuing a B.S. degree in the School of Journalism and Mass Communication may add a concentration in Sports Media. Students who elect to add a concentration can apply the 9-hour concentration towards the 12 hours of advanced MC electives required of the B.S. degree.

## Bachelor of Arts (B.A.)

- Major in Mass Communication (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/mass-communication-ba/>)

## Bachelor of Science (B.S.)

- Major in Advertising (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/advertising-mass-communication-bs/>)
- Major in Advertising (Sports Media Concentration) (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/advertising-mass-communication-sports-media-concentration-bs/>)
- Major in Digital Media Innovation (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/digital-mass-communication-bs/>)
- Major in Digital Media Innovation (Sports Media Concentration) (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/digital-mass-communication-sports-media-concentration-bs/>)

- Major in Electronic Media (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/electronic-media-mass-communication-bs/>)
- Major in Electronic Media (Sports Media Concentration) (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/electronic-media-mass-communication-sports-media-concentration-bs/>)
- Major in Journalism (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/journalism-mass-communication-bs/>)
- Major in Journalism (Sports Media Concentration) (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/journalism-mass-communication-sports-media-concentration-bs/>)
- Major in Public Relations (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/public-relations-mass-communication-bs/>)
- Major in Public Relations (Sports Media Concentration) (<http://mycatalog.txstate.edu/undergraduate/fine-arts-communication/journalism-mass/public-relations-mass-communication-sports-media-concentration-bs/>)

## Minors

- Journalism
- Mass Communication
- Second Teaching Field in Journalism (Grades 8-12)

## Courses in Mass Communication (MC)

### MC 1301. Introduction to Mass Communication.

A survey of the mass media and other areas of mass communication designed to acquaint the student with the field of communication and what it offers.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**TCCN:** COMM 1307

### MC 1313. Media Writing.

This course is an introduction to the major forms of Media Writing: electronic media, journalism and digital. (WI).

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**TCCN:** COMM 2311

### MC 2111. Media Practicum.

Students perform supervised media work of at least 60 hours for the semester. Credit requires prior written contract with a supervising faculty member. May be repeated twice. Prerequisite: Minimum 2.0 Overall GPA and instructor approval.

**1 Credit Hour. 0 Lecture Contact Hours. 4 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Credit/No Credit

**MC 3100. Grammar for Media Professionals.**

Students will refine their English grammar skills to a proficiency level needed to be successful communication professionals and media practitioners.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3111. Drone Bootcamp.**

This course explores new tools and skills relevant to the digital age, particularly the usage of drones in reporting, videography and multimedia. This course introduces the concepts and practical usage of drone storytelling and prepares students to take the FAA Part 107 exam.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3112. Social Media Analytics Platforms.**

This course prepares students for and assists them in achieving industry-recognized social media certifications.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3113. 3D Drone Modeling.**

This course explores new tools and skills relevant to the digital age. Students explore the growing field of photogrammetry and using drones to produce 3D models.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3114. Career Exploration: Destination America.**

This career exploration course provides opportunities for students to visit and network with media professionals in the United States. It immerses students in a wide range of organizations. Meetings could include PR firms, ad agencies, governmental organizations, professional sports teams and museums.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3115. Digital Media Tools and Skills.**

This course explores new tools and skills relevant to the digital age. Topics can include data visualization, spreadsheet usage, media-creation software, mobile reporting, drones and sensors in journalism and video editing.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 3116. Digital Media Innovation Concepts.**

This course explores concepts relevant to the digital age. Topics may include digital media history, ethics, law and will address online privacy, security, crime, identity and censorship.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3117. Freelancing for Media Professionals.**

This course provides a practical overview of business topics related to all media and communication fields. Students learn the art of freelancing, networking, negotiating and other topics designed to assist in developing their career.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3118. Careers in Media.**

This course allows students to engage in career exploration in the media professions.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3119. Fundamentals of Layout and Design.**

Students learn desktop publishing basics using appropriate software. The course covers topics including creating documents for print or digital use, mastering tools required to create a simple page layout consisting of text and imagery and preparing files for review or publication.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3120. Editing and Enhancing Digital Imagery.**

In this course students learn how to edit, enhance, and create digital imagery for print and web use.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3121. TV News Production.**

In this course, students will serve as the production crew for the TV News course.

**1 Credit Hour. 0 Lecture Contact Hours. 1 Lab Contact Hour.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 3122. Search Engine Optimization Fundamentals.**

In this course, students will examine the strategic use of search engine optimization (SEO) in relation to website design, content creation and marketing. Students will explore the fundamentals of SEO and skills like link building and keyword research, which are needed to perform SEO tasks for businesses and organizations. Prerequisite: MC 4381 with a grade of "C" or better.

**1 Credit Hour. 1 Lecture Contact Hour. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3306. Writing for the Electronic Media.**

The study and practice of writing copy for the electronic media, including the composition of commercials, news stories, public service announcements, promotions and documentaries. (WI) Prerequisites: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 3307. Audio Production.**

This course covers the basics of digital audio production with emphasis on techniques used in producing commercials, public service announcements and promotions. Lab requirements include various studio and field recording experiences and structured group meetings.

**3 Credit Hours. 2 Lecture Contact Hours. 4 Lab Contact Hours.**

**Course Attribute(s):** Lab Required

**Grade Mode:** Standard Letter

**MC 3311. Video Production.**

Basics of analog and digital video production. Emphasis on techniques used in producing newscasts, commercials, public service announcements, promotions. Lab requirements include field and studio production.

**3 Credit Hours. 2 Lecture Contact Hours. 4 Lab Contact Hours.**

**Course Attribute(s):** Lab Required

**Grade Mode:** Standard Letter

**MC 3312. Television News.**

Standard theory and practice of electronic news gathering and production, including writing copy to match video and synchronization of audio and video in news stories. Students work on a campus news program. (WI) Prerequisites: MC 3306 and [MC 3311 or MC 4324] both with grades of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 4 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 3313. Foundations of Public Relations Writing.**

This course introduces students to a wide range of print & digital publications and writing assignments found in public relations. Prerequisite: MC 3343 with a grade of "C" or better.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter

**MC 3314. Social Media for Strategic Communication.**

This course explores emerging technologies and media influencing strategic communication research and practices. Prerequisite: [MC 3343 or MC 3367] and MC 4381 both with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3319. Visual Communication.**

This course studies the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in mass media. It is designed to help you integrate words and pictures in mass communication and to gain a greater appreciation of our visual world.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3321. News Writing and Reporting I.**

Integrating writing and reporting skills to produce stories across media platforms, including print and online, with an emphasis on storytelling. The study of techniques for locating and assessing information from multiple sources, including interviewing, fact verification, online research and the use of libraries. (WI) Prerequisites: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 3343. Introduction to Public Relations.**

This is the introductory course for the public relations sequence. Students will explore the functions of public relations in the digital age in the development of strategic communications for corporations, companies, government offices, non-profit organizations and public relations agencies.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3355. Mass Media and Society.**

This course offers an examination of the roles of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects of public issues, morals and tastes; and other contemporary issues within a global media context.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3360. Public Relations Research.**

Students study the principles, techniques and problems of social science research and digital analytics as they relate to the planning and evaluation of strategic communication. Prerequisite: MC 3343 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3367. Advertising.**

A broad overview of advertising including history, role and responsibility, and impact of the digital revolution. Key topics will be research, account service, media planning, creative, sales promotion, public relations, campaigns, and the advertising agency.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3372. Advertising Media Planning.**

This course is the study of planning and buying messages in traditional and new media to creatively and effectively reach targeted prospects. Attention is given to media characteristics, scheduling, testing and buying efficiencies. Prerequisite: MC 3367 and MC 4317, all with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3375. Electronic Media as Entertainment.**

This course will explore the principles and strategies of winning audiences for the electronic media: television radio, cable, satellite and the internet.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3379. Advertising and Public Relations Management.**

This course is the study of managerial problems in advertising and public relations programs. Case study approach to setting goals, developing strategy, budgeting and working in a client-agency relationship. Prerequisite: MC 3343 or MC 3367 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 3383. Editing and Managing Content.**

In this course students will incorporate words, images, sound and data into storytelling across platforms. This course tightens the focus on audience, accuracy, meaning, logic, organization, style and form. (WI). Prerequisites: MC 1313 or MC 3313 either with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 3390. Media Design.**

This course is the study and application of advanced principles of media design including: basic design principles, typography, color, photography, video, and multimedia.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Dual Enrollment Permitted|Lab Required|Time Conflicts Permitted

**Grade Mode:** Standard Letter

**MC 3394. Management of Electronic Media.**

The study of the management of electronic media, including sales, federal regulation, and responsibilities to society, community and stockholders.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4130. Internship.**

This course requires a minimum of 100 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, good academic standing, and appropriate sequence coursework.

**1 Credit Hour. 0 Lecture Contact Hours. 5 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 4230. Internship.**

This course requires a minimum of 150 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, good academic standing, and appropriate sequence coursework.

**2 Credit Hours. 0 Lecture Contact Hours. 10 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 4301. Media Law and Ethics.**

This course offers a study of law governing journalism, advertising, electronic media and public relations. Restricted to junior standing.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4302. History of Mass Media.**

Students will study the development of mass media, advertising and public relations in the United States from 1690 to the present.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4303. International Advertising.**

Overview of international marketing and advertising; problems and opportunities of a global economy. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 4304. Advertising Strategy and Execution-Portfolio.**

This course emphasizes projects that allow students to learn how to produce and display professional portfolios to enhance their employment opportunities. Prerequisites: MC 3367 and MC 4333 both with grades of "C" or better. Corequisite: MC 4338 with a grade of "D" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required

**Grade Mode:** Standard Letter

**MC 4305. Theories of Mass Communication.**

A study of the predominant theories of communication, including mass media effects, functions and controls. (WI).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter

**MC 4306. Advertising Competition.**

The course will focus on developing an integrated marketing communications campaign for a national client as part of the National Student Advertising Competition. Students will create a campaign from the developmental through the execution process. Prerequisite: Consent of instructor.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter



**MC 4307. Advertising Campaigns.**

In this course students develop, coordinate and evaluate a complete advertising campaign for specific clients. Students conduct market research, formulate objectives and strategies, recommend media plans and develop creative executions through plans books and presentations. (WI) Prerequisites: MC 3372 and MC 4317 and MC 4333 all with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter

**MC 4308. Women and Minorities in the Media.**

Analysis of the images of women and minorities in the media and their status as media professionals. Includes study of the alternative media. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 4309. Visual Literacy: Film.**

The course will teach how meaning is constructed in visual images by using film as a practical medium. It provides the necessary skills to critique and create effective images. It is especially useful for students majoring in image-based sequences of the mass communication major, particularly broadcasting and advertising.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4310. International Communication.**

A study of media systems worldwide in different socioeconomic contexts and an examination of patterns of international communication flow. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 4311. Independent Study.**

Students complete an academic project requiring the equivalent of 160 hours work. Requires prior written contract with faculty member and portfolio of completed work. Cannot be repeated.

**3 Credit Hours. 0 Lecture Contact Hours. 12 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 4312. Photojournalism.**

In this course students develop skills in camera operation, learn computer software applications and learn how to combine words with stories.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4313. Advanced Writing for Public Relations.**

This course provides an examination and application of digital and traditional communication tools required for effective public relations. Emphasis is placed on the strategic use of digital media in a modern communication society. (WI) Prerequisites: MC 3313 and MC 3343 both with grades of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4315. Web Design Publishing.**

In this course students develop skills in web page construction including Web editing, image and graphic manipulation, animation, and audio and video editing. Prerequisite: [MC 1313 or MC 3313] and MC 4381 both with grades of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4316D. Advertising Media Sales.**

An overview of advertising, media selling, and salesmanship, sales strategies, sales management, and case histories designed to acquaint students with a vital function of the business. Prerequisite: MC 3367 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4317. Advertising Strategic Planning.**

This course is a hands-on introduction to applied advertising research and account planning. Primary, survey and qualitative research methods are designed, executed and presented by students for the purpose of integrating the consumer's perspective into creative strategy. Prerequisites: MC 3367 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4318. Media Ethics.**

The study of freedom and responsibilities of the mass media practitioners and institutions, explored within the framework of ethical theories. Consideration of values, codes of ethics, moral development, professionalism and institutional constraints as applied to the media of information, persuasion and entertainment will be examined.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4319. Latinas/Latinos and the Media.**

The course focuses on demographic developments related to Latinos in the US; their portrayals in the media; the effects those portrayals; the history and current status of selected Latino-oriented media and ancillary media companies and organizations; and the role of the media in Latino politics. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Multicultural Content

**Grade Mode:** Standard Letter

**MC 4320. Public Relations Campaigns.**

This course is a comprehensive study of effective public relations in a modern society. Students learn the professional approach to the practice of public relations that includes internet applications and how to evaluate its function and value while applying ethical standards of conduct. (WI). Prerequisite: MC 3360 and MC 3314 and MC 4313 all with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter

**MC 4322. Health Communication Campaigns.**

This class will provide an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. We will examine persuasive approaches to behavioral change; audience, message and channel factors in campaign development. Our work will emphasize communication approaches, including mass media, social marketing and "new media".

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4323. Multimedia Journalism.**

Students will be introduced to topics related to online journalism. Topics covered will include the online journalism profession, Web credibility, online reporting sources, cyberlaw including libel and copyright, blogging and podcasting, and basic multimedia design. Students will both critique and create online materials. Prerequisites: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4324. Visual Storytelling.**

This course is an introduction to basic elements of video journalistic storytelling for today's converged newsrooms. Students gather information using journalism practices, such as in-person interviews, and learn to use video newsgathering technologies to produce stories for online and other digital platforms.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4325. Coding and Data Skills for Communicators.**

Students are introduced to programming and data concepts relevant to communicators. Data visualization and storytelling tools and techniques are covered as related to journalism, advertising and public relations. Prerequisites: MC 4315 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4326. Advanced Social Media and Analytics.**

This course will provide students with an advanced understanding of social media, marketing plans and social media analytics. Students will build company and/or journalistic profiles on social networks - Facebook, Twitter, Pinterest, YouTube, Instagram and more - to engage with audiences and communities and utilize analytical tools to track success. Prerequisite: MC 4381 with a grade of "C" or better.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 4327. Mobile Media and Development.**

This course will introduce students to mobile communication and production that is relevant to mass communication. As mobile devices are a vital communication medium in our everyday life, it is essential to understand how mobile communication works and how to effectively produce online content for mobile devices. Prerequisite: MC 4315 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4328. Digital Media Innovation Capstone.**

This course will explore innovation and creativity associated with digital entrepreneurship. Through a speaker series, students will be introduced to important concepts and ideas from thought leaders and innovators at the intersection of media and technology. Prerequisites: MC 4315 and MC 4326 both with grades of "B" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4329. Sports Media.**

Sports Media explores the synergy among sports, athletes, media, public relations, advertising-marketing-promotion, and sports information disciplines and audiences in a multi-platform media environment.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4330. Internship.**

This course requires 180 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than six hours of credit for any combination of: MC 4130, MC 4230 and MC 4330. Prerequisites: 30 credit hours, good academic standing, and appropriate sequence coursework.

**3 Credit Hours. 0 Lecture Contact Hours. 15 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing

**Grade Mode:** Standard Letter

**MC 4331. Strategic Sports Communication.**

This course focuses on the application of communication strategies and tactics used by sports teams and leagues to manage relationships with various stakeholders and promote their brand using multiple mass media channels. Students will learn about emerging trends in strategic sports communication and the sociological aspects of sports fans.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4332. Public Relations Fundraising and Special Events.**

This is a specialized course dealing with the development and implementation of fundraising. Topics include grants, special events, and annual/capital campaigns. Prerequisite: MC 3313 and MC 3343 both with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4333. Creative Thinking & Advertising Concepting.**

This course focuses on the advancement of creative thinking and translating those skills into developing a creative concept to support an advertising strategy. This class will provide tools to develop ideas, and an understanding how the creative team works with other teams in advertising. Prerequisite: MC 3367 and MC 4317; A minimum grade of "C" is required in all prerequisites.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 4335. Mass Communication Project/Research Capstone.**

This course is a senior portfolio course integrating a variety of mass communication skills to produce a substantial project or research for the Mass Communication major capstone. Students work with the guidance of their supervising professor to complete the project or research. Prerequisite: MC 3360 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter

**MC 4336B. Documentaries.**

A course in reporting and production of comprehensive public affairs and feature stories for the electronic media. Prerequisite: MC 3312. (WI).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4336H. Web Content Strategy for Organizations.**

This course builds on students' web development skills to focus on strategic content creation and management with an emphasis on building sites for small- to medium-sized organizations. Students will learn to understand an organization's messaging needs and create effective websites using state of the art content management techniques. Prerequisite: MC 4315 with a grade of "B" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4336I. Video and Broadcast Production for Sports.**

In this course, students will develop the production skills required in sports broadcast and production. This includes field producing live sport broadcasts, control room operation, interviewing for sports, and shooting video and editing video and audio for sports. This course will also include a section on announcing, reporting and interviewing for sports.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4337. Data Journalism.**

Students will use a variety of tools and software to acquire and analyze data to produce news stories and data visualizations. Prerequisite: MC 1313, MC 4381; with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4338. Advanced Advertising Copy and Layout.**

In this course students are introduced to advanced copywriting and ad layouts. Students expand their digital techniques, art direction skills and writing capabilities to create professional-level ad campaigns.

Prerequisite: MC 4333 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4339. Advanced Strategic Planning.**

In this course students expand upon skills learned in account planning to further students' ability to define business problems, analyze data, discover insights and define appropriate communications strategy.

Prerequisite: MC 3372 or MC 4333 either with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4340. Media Analytics and Strategy.**

In this course students strategically and creatively analyze media metrics to identify problems/challenges and use insights gathered to develop a strategic media plan. Prerequisite: MC 3372 and SOCI 3307 both with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4341. The Power of Brands.**

This course explores how companies use their brands to create awareness, shift perceptions, gain market share and connect emotionally to consumers.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter



**MC 4342. Strategic Professionalism.**

This course provides students with the knowledge and skills necessary to present themselves and their creative ideas in a professional and strategic way. This course provides students skills for creative and strategic presentations, business etiquette, business communications/writing, job search skills/tactics and professional self-promotion with the Strategic Communications industry.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4343. Immersive Storytelling.**

This course examines storytelling opportunities brought on by immersive technology (virtual, augmented and mixed reality). Providing hands-on experience with 360 video cameras, virtual reality headsets, smartphones and other applications, students explore new ways for the media to communicate with audiences and consumers. Prerequisite: MC 4381 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4345. Drone Storytelling.**

This course explores storytelling opportunities using drones – both traditional photography and videography from the air and innovative methods like photogrammetry, or the use of 3D modeling technology. Prerequisite: MC 4381 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4346. Interactive Audio and Automation for Media Professionals.**

This course focuses on new storytelling and media opportunities brought on by advances in artificial intelligence and interactive audio experiences such as smart speakers, virtual assistants and chatbots. Using machine learning techniques, students gain hands-on experience building their own voice-controlled digital interactions, as well as integrating podcasts and skills associated with these smart applications. Prerequisite: MC 4381 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4356A. Science Writing and Reporting.**

Students learn to interpret complex concepts and present accurate, engaging news and feature stories about the latest research. Prerequisite: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4356B. Editorials, Columns, and Reviews.**

The study and writing of newspaper, magazine and online editorials, columns, and books, film and music reviews. Prerequisite: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4356C. Community Affairs.**

A lecture-discussion course, dealing with the coverage of local economy and business, government and social services functions as well as political activities like elections and lobbying efforts. Prerequisite: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4356F. Feature Writing.**

A course designed to expose students to the art of feature writing through the study of acclaimed works of literary journalism. Students will develop a narrative voice of their own while studying and analyzing the techniques of a diverse group of writers. (WI) Prerequisite: MC 1313 with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4357. Sports as News.**

In this course students report, write and produce content for both print and electronic media. Students interview players, coaches and administrators of collegiate athletics and work with media professionals to better understand challenges and demands of contemporary sports coverage. Prerequisites: MC 1313 or MC 3313 either with a grade of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Grade Mode:** Standard Letter

**MC 4376C. Public Relations Case Studies.**

Public Relations Case Studies will seek, with case studies and problems, to help future practitioners develop agility in the principles and the application of effective two-way communications in a wide variety of situations likely to confront them and their employers. Prerequisite: MC 3343 with a grade of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4376D. Public Relations Writing & Design.**

Students will gain a broad understanding of the wide range of print publications and writing assignments found in public relations. They will learn how to research, organize, write and design a variety of print pieces for targeted audiences using a popular design and layout program. (WI) Prerequisites: MC 3313 and MC 3343 both with grades of "C" or better.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Course Attribute(s):** Exclude from 3-peat Processing|Lab Required|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4376F. International Strategic Communication.**

This course will explore advertising and public relations practices in foreign countries through readings, discussion and site visits within media organizations in foreign countries. Marketing practices abroad will be compared to those in the United States. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Multicultural Content|Topics

**Grade Mode:** Standard Letter

**MC 4381. Fundamentals of Digital and Online Media.**

Students will be introduced to topics related to digital/online media and mass communication. Course covers the effects of the Internet and related technologies on the fields of journalism, interactive advertising and public relations, search engines, personal branding, social networking and mobile platforms.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Grade Mode:** Standard Letter

**MC 4382L. Feature Writing and Freelancing.**

This course is designed to introduce students to the technical expertise, research methods, interviewing skills and narrative techniques pertinent to feature writing. The course also explores how to target a feature story to a specific audience and how to submit feature stories for publication to newspapers and magazines. (WI).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4382O. Travel Journalism.**

Exploration of techniques of writing journalistic travel narratives for the media. The course may involve travel at the student's own expense.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4382Q. Media in Asia and Southeast Asia.**

This course will study media systems in Asia and Southeast Asia and examine the different socioeconomic contexts and patterns of information flow. (MULT).

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Exclude from 3-peat Processing|Multicultural Content|Topics

**Grade Mode:** Standard Letter

**MC 4382Y. Mobile Storytelling in the Outdoors.**

This course explores mobile tools and skills relevant to the digital age, particularly the usage of smart phones in storytelling. Students will use those skills to produce video and social content in the outdoors.

**3 Credit Hours. 2 Lecture Contact Hours. 1 Lab Contact Hour.**

**Course Attribute(s):** Exclude from 3-peat Processing|Topics

**Grade Mode:** Standard Letter

**MC 4386. Journalism Project.**

This is a senior portfolio course integrating a variety of journalism skills to produce a substantial work ready for publication online and in print. (WI) Prerequisites: MC 3321 and MC 3383 and MC 4337 and MC 4323 all with grades of "C" or better.

**3 Credit Hours. 1 Lecture Contact Hour. 2 Lab Contact Hours.**

**Course Attribute(s):** Lab Required|Writing Intensive

**Grade Mode:** Standard Letter

**MC 4387. Storytelling and the Border.**

In this course students will be introduced to long-form nonfiction writing. Students will concentrate on multimedia reporting while focusing their reporting on the relationship between Central Texas and the U.S.-Mexico border. Students will provide coverage and analysis of news and trends. (WI) Prerequisite: MC 1313 and [MC 4323 or MC 4324] both with grades of "C" or better.

**3 Credit Hours. 3 Lecture Contact Hours. 0 Lab Contact Hours.**

**Course Attribute(s):** Writing Intensive

**Grade Mode:** Standard Letter