

BACHELOR OF SCIENCE (B.S.) MAJOR IN PUBLIC RELATIONS

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 Public Relations 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

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 3343	Introduction to Public Relations	3
MC 3313	Foundations of Public Relations Writing	3
MC 3314	Social Media for Strategic Communication	3
MC 3360	Public Relations Research	3
MC 4313	Advanced Writing for Public Relations	3
MC 4320	Public Relations 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

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	MC 4381	3
Mathematics Component Code 020 ¹	3	COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3
Social and Behavioral Sciences Component Code 080	3	ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component Code 050 [TCCN HUMA 1315])	3
US 1100	1		
	16		15

Sophomore

	First Semester Hours		Second Semester Hours
MC 3313	3	MC 3343	3
ENG Literature (Component Area Option Code 090/094) [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	American History Component Code 060	3
American History Component Code 060	3	PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 1301 or 2306])	3
MC Elective	3	SOCI 3307	3
	15		15

Junior

	First Semester Hours		Second Semester Hours
ENG literature [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3	Computer Science, Logic, Mathematics or Science ¹	3
MC 3360	3	MC 4313	3
MC 3314	3	Minor	3
Minor	6	MC Elective	3
		Elective	3
	15		15

Senior

	First Semester Hours		Second Semester Hours
MC 4301	3	MC 4320	3
MC Advanced Elective	3	MC Advanced Elective	3
Minor	6	Minor	3
Media Performance	1	Electives	7
	13		16

Total Hours: 120

Code	Title	Hours
Media Performance		
Select 1 of 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 .