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

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 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 additional hours of English literature, three hours of math/science/logic/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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 1301</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>TCCN: COMM 1307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MC 3343</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>TCCN: COMM 2330</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MC 3367</td>
<td>Advertising</td>
<td>3</td>
</tr>
<tr>
<td>TCCN: COMM 2327</td>
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</tbody>
</table>

Course Requirements

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<tr>
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</thead>
<tbody>
<tr>
<td>TCCN: COMM 2300</td>
<td></td>
<td></td>
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<tr>
<td>MC ELNA</td>
<td></td>
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</tbody>
</table>

Competency Area 2 choose 3 hours from the following:
- 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 3

6. All students in this degree program must earn a "C" or higher in each of three core courses in Mass Communication, which include:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 1301</td>
<td>Introduction to Mass Communication</td>
<td>3</td>
</tr>
<tr>
<td>MC 4301</td>
<td>Media Law and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>MC 4381</td>
<td>Fundamentals of Digital and Online Media</td>
<td>3</td>
</tr>
</tbody>
</table>

7. All students in this degree program must earn a "C" or higher in all prerequisite courses and in the following major courses:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MC 3313</td>
<td>Foundations of Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>MC 3343</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MC 3360</td>
<td>Public Relations Research</td>
<td>3</td>
</tr>
<tr>
<td>MC 4313</td>
<td>Advanced Writing for Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MC 4320</td>
<td>Public Relations Campaigns</td>
<td>3</td>
</tr>
</tbody>
</table>

Course Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1310 (Component Area Option Code 090/091)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENG 1310 (Communication Component Code 010)</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>ENG 1320 (Communication Component Code 010)</td>
<td>3</td>
<td></td>
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</tbody>
</table>
### Bachelor of Science (B.S.) Major in Public Relations (Digital Media Concentration)

**Mathematics Component Code 020**
- 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 3100 1
- 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**
- Social and Behavioral Sciences 3

**Sophomore Hours 32**
- ENG Literature (Component Area Option Code 090/094) 3
- PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040) 3
- MC 3343 3
- MC 3313 3
- Life and Physical Sciences Component Code 030 6
- MC 4315 3
- American History Component Code 060 6
- SOCI 3307 3

**Junior Hours 30**
- Computer Science, Logic, Mathematics or Science 3
- MC 3360 3
- MC 3314 3
- MC 4313 3

**Minor 9**
- Select six hours from the following: 6
  - MC 1100D
  - MC 1100E
  - MC 1100F
  - MC 1100G
  - MC 1100K
  - MC 1100L
  - MC 1100M
  - MC 1100P
  - MC 1100Q
  - MC 3390
  - MC 4323
  - MC 4324
  - MC 4325
  - MC 4326

**Senior Hours 30**
- 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 1100N
  - MC 1100O
  - MC 1100P
  - MC 1100Q
  - MC 1100R
  - MC 2111
  - MC 4130

**Minor 9**
- Electives 9

**Total Hours: 120**

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