

BACHELOR OF SCIENCE (B.S.) MAJOR IN PUBLIC RELATIONS AND MASS COMMUNICATION (DIGITAL MEDIA 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 the following courses or their equivalents:

Code	Title	Hours
COMM 1310	Fundamentals of Human Communication	3
ENG 1310	College Writing I	3
ENG 1320	College Writing II	3
MC 1301	Introduction to Mass Communication	3
MC 1100B	Grammar for Journalists (Note: Or a score of 70 or higher on the school's Punctuation, Usage and Grammar (PUG) test. The PUG is given by the Texas State Testing, Research-Support and Evaluation Center on the main campus. The PUG is administered weekly; call 512.245.2276 for testing times. There is a fee of \$40 per test. Students enrolled at the Round Rock Campus should call the One Stop Center at (512) 716-4000 for testing information.)	1

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.
- 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>).
- 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 3343	Introduction to Public Relations	3
MC 3383	Editing and Managing Content	3
MC 4313	Writing for Public Relations	3
MC 4320	Public Relations Campaigns	3

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 & Behavioral Sciences Component Code 080	3
	31
Sophomore	Hours
ENG Literature (Component Area Option Code 090/094)	3
PHIL 1305 or 1320 (Language, Philosophy & Culture Component Code 040)	3
MC 1313	3
MC 3343	3
Life & Physical Sciences Component Code 030	6
MC 4315	3
HIST 1310 (American History Component Code 060)	3
HIST 1320 (American History Component Code 060)	3
SOCI 3307	3
	30

Junior	Hours
ENG Literature	3
Computer Science, Logic, Mathematics or science ¹	3
MC 3360	3
Select one from the following:	3
MC 3390	
MC 4315	
MC 4326	
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 3390	
MC 4323	
MC 4324	
MC 4325	
MC 4326	
MC 4327	
MC 4336B	
MC 4336E	3
MC 4336F	
MC 4336G	3
MC 4382Y	
	36
Senior	Hours
MC 4320	3
MC 4301	3
MC Elective	3
Select one of the following:	1
MC 1100A	
MC 1100B	
MC 1100C	
MC 2111	
MC 4130	
Minor	9
Free Electives	10
	29
Total Hours: 126	

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