

BACHELOR OF SCIENCE (B.S.) MAJOR IN PUBLIC RELATIONS AND MASS COMMUNICATION (MULTIMEDIA PRODUCTION 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 3319 | 3 |
| HIST 1310 (American History Component Code 060) | 3 |
| HIST 1320 (American History Component Code 060) | 3 |
| SOCI 3307 | 3 |

| Junior | Hours |
|---|--------------|
| ENG Literature | 3 |
| Computer Science, Logic, Mathematics or Science ¹ | 3 |
| MC 3360 | 3 |
| Select one of the following: | 3 |
| MC 3390 | |
| MC 4315 | |
| MC 4326 | |
| MC 4313 | 3 |
| Minor | 9 |
| Select two of the following: | 6 |
| MC 3311 | |
| MC 3312 | |
| MC 3390 | |
| MC 4312 | |
| MC 4323 | |
| | 30 |
| 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: 120

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