

## 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 Advertising 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. In some cases there are no direct equivalents for FOS courses, so the student would receive elective credit as indicated below with MC ELNA.

Code	Title	Hours
<b>Competency Area 1 choose 9 hours from the following:</b>		<b>9</b>
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		
<b>Competency Area 2 choose 3 hours from the following:</b>		<b>3</b>
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		
<b>Total Hours</b>		<b>12</b>

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 3367	Advertising	3
MC 3372	Advertising Media Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 4317	Advertising Strategic Planning	3
MC 4307	Advertising Campaigns	3
or MC 4306	Advertising Competition	
Select one of the following:		
MC 4338	Advanced Advertising Copy and Layout	
MC 4339	Advanced Strategic Planning	
MC 4340	Media Analytics and Strategy	

## 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])
COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3 MC 4381
Mathematics Component Code 020	3 ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component 050 [TCCN HUMA 1315])
POSI 2310 (Government/Political Science Component Code 070 [TCCN GOVT 2306])	3 POSI 2320 (Government/Political Science Component Code 070 [TCCN GOVT 2305])
MC 1301 (TCCN COMM 1307)	3 Social and Behavioral Sciences Component Code 080
US 1100	1
<b>16</b>	<b>15</b>

Sophomore	
First Semester Hours	Second Semester Hours
PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 1301 or 2306])	3 MC 4317
MC 3367	3 ENG Literature (Component Area Option Code 090/094) [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]
Life and Physical Sciences Component Code 030	3 Life and Physical Sciences Component Code 030
SOCI 3307	3 American History Component Code 060
American History Component Code 060	3 MC Elective
<b>15</b>	<b>15</b>

Junior	
First Semester Hours	Second Semester Hours
Computer Science, Logic, Mathematics or Science <sup>1</sup>	3 MC 4338, 4339, or 4340
ENG Literature [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3 MC Elective
MC 4333	3 MC Advanced Elective
MC 3372	3 Minor
Minor	3
<b>15</b>	<b>15</b>

Senior	
First Semester Hours	Second Semester Hours
MC 4307 or 4306	3 MC 4301
MC Advanced Elective	3 Minor

Minor	6 Free Electives	7
Free Electives	3 Media Performance	1
<b>15</b>		<b>14</b>

**Total Hours: 120**

Code	Title	Hours
<b>Media Performance</b>		
Choose 1 course from the following:		
MC 2111	Media Practicum	
MC 3100	Grammar for Media Professionals	
MC 3111	Drone Bootcamp	
MC 3112	Social Media Analytics Platforms	
MC 3113	3D Drone Modeling	
MC 3114	Career Exploration: Destination America	
MC 3115	Digital Media Tools and Skills	
MC 3116	Digital Media Innovation Concepts	
MC 3117	Freelancing for Media Professionals	
MC 3118	Careers in Media	
MC 3119	Fundamentals of Layout and Design	
MC 3120	Editing and Enhancing Digital Imagery	
MC 3121	TV News Production	
MC 3122	Search Engine Optimization Fundamentals	
MC 4130	Internship	

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