

## 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.

Code	Title	Hours
<b>Competency Area 1 choose 9 hours from the following: 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: 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	

**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 3367	Advertising	3
MC 4317	Advertising Strategic Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 3372	Advertising Media Planning	3
MC 4307	Advertising Campaigns	3

or MC 4306 Advertising Competition

Choose 1 course from the following:

MC 4338	Advanced Advertising Copy and Layout
MC 4339	Advanced Strategic Planning
MC 4340	Media Analytics and Strategy

### 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	MC 3112	
Mathematics Component Code 020 <sup>1</sup>	3	MC 3113	
US 1100	1	MC 3114	
POSI 2310 (Government/Political Science Component Code 070)	3	MC 3115	
POSI 2320 (Government/Political Science Component Code 070)	3	MC 3116	
MC 1301	3	MC 3117	
MC 4381	3	MC 3118	
ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component Code 050)	3	MC 3119	
Social and Behavioral Sciences Component Code 080	3	MC 3120	
		MC 3121	
		MC 3122	
		MC 4130	
		Minor	9
		Free Electives	10
			<b>29</b>
	<b>31</b>	<b>Total Hours: 120</b>	
<b>Sophomore</b>	<b>Hours</b>		
ENG Literature (Component Area Option Code 090/094)	3		
PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040)	3		
MC 3367	3		
MC 4317	3		
Life and Physical Sciences Component Code 030	6		
MC 4329	3		
SOCI 3307	3		
American History Component Code 060	6		
	<b>30</b>		
<b>Junior</b>	<b>Hours</b>		
Computer Science, Logic, Mathematics or science <sup>1</sup>	3		
ENG Literature	3		
MC 4333	3		
MC 3372	3		
MC 4338, 4339, or 4340	3		
Minor	9		
Select six hours from the following:	6		
MC 4330			
MC 4331			
MC 4336I			
MC 4357			
	<b>30</b>		
<b>Senior</b>	<b>Hours</b>		
MC 4307 or 4306	3		
MC Elective	3		
MC 4301	3		
Choose 1 of the following:	1		
MC 2111			
MC 3100			
MC 3111			

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