

BACHELOR OF ARTS, MAJOR IN MASS COMMUNICATION: PUBLIC RELATIONS & ADVERTISING

Public Relations & Advertising

Today's marketplace increasingly requires communication practitioners to understand both traditional and new media and to be able to integrate communication tools across once-separate disciplines. Students who choose the Public Relations & Advertising Concentration will participate in a program that will provide a strong grounding in analytical and creative thought and comprehensive understanding of current industry changes. Students are required to complete the MCOM six-course core and then focus on a sequence of public relations and advertising courses that combines theoretical perspectives with hands-on experience. Students can also choose to enhance their portfolios and field experiences by taking elective courses such as the Professional Internship and Priority One, an on-campus agency.

Graduates of this concentration will have command of tools and techniques required for jobs in strategic communication in both corporate and non-profit environments. Additionally, graduates will have expertise in using those tools and techniques to think critically and creatively to solve communication problems in management-level positions.

All students who choose to declare a major or minor in Mass Communication or Ag/Com will be required to pass the Pearson Grammar Competency Lab with a score of 80 percent or better before they will be allowed to register for 3000 or 4000-level courses in MCOM. The lab is offered free of charge. Please visit Grammar Module (<http://www.shsu.edu/academics/mass-communication/grammar-module/grammar-module.html>) for additional information.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising		
Core Curriculum		
Component Area I (Communication)		6
Component Area II (Mathematics)		3
Component Area III (Life and Physical Sciences)		8
Component Area IV (Language, Philosophy, and Culture)		3
Component Area V (Creative Arts)		3
Component Area VI (US History)		6
Component Area VII (Political Science/Government)		6
Component Area VIII (Social and Behavioral Sciences)		3
Component Area IX (Component Area Option)		4
Degree Specific Requirements		
PHIL 2306	Contemporary Moral Issues ¹	3
ARTS 2370	Digital Photography I	3
Select one of the following: ²		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
Foreign Language - 14 Hours - 4 Courses (XXXX1411, 1412, 2311, 2312): ³		14
Advanced Liberal Arts Electives (6 hours)		6
Mass Communication Core (14 hours)		
MCOM 1130	Media Literacy ³	1
MCOM 1330	Analysis of Electronic Culture	3
MCOM 1332	Writing For Mass Media	3
MCOM 2381	Visual Communication for Media	3
or MCOM 2371	TV & Film Production	
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics	3
Courses Required for Concentration (27 hours)		
MCOM 2382	Design for PR & Advertising	3
MCOM 3381	Principles Of Public Relations	3
MCOM 3382	Principles of Advertising	3
MCOM 3383	Writing for PR & Advertising	3

MCOM 3385	Advanced Writing for PR & Adv	3
MCOM 3388	Sales and Marketing	3
MCOM 4383	Audience Research & Analysis	3
MCOM 4384	Advanced Design for Public Relations & Advertising	3
MCOM 4390	Campaigns for PR & Advertising	3
Concentration Electives (6 hours)		6
MCOM 3026	Media Practicum	
MCOM 4022	Special Topic	
MCOM 4099	Independent Study	
MCOM 4398	Professional Internship	
Select Option A or B		12
Option A: 12 Credits in 1 Subject Area, 6 Upper Level		
Option B: 12 Credits in Business, 6 Upper Level		
Total Hours		120

- ¹ PHIL 2306 satisfies the requirement for Component Area IX and is a degree specific requirement for mass communication.
- ² ECON 2300, or ECON 2301 or ECON 2302 satisfies the requirement for Component Area VIII and is a degree specific requirement for mass communication.
- ³ Foreign Language Course XXXX2311 or XXXX2312 satisfies the requirement for Component Area IV and is part of the mass communication foreign language requirement.
- ⁴ MCOM 1130 satisfies one hour of the requirement for Component Area IX as well as the major.

Notes:

- Students should use elective and/or minor hours to satisfy the 42 advanced hour requirement. All students must complete at least 120 hours to graduate.
- Select at least 6 liberal arts hours.

First Year

Fall	Hours Spring	Hours
Component Area I	3 Component Area I	3
Component Area II	3 ECON 2300, 2301, or 2302 ²	3
Foreign Language XXXX1411 ^{1, 2}	4 Foreign Language XXXX1412 ¹	4
MCOM 1330	3 MCOM 1130 ²	1
MCOM 1332	3 MCOM 2381	3
MCOM 3026	1	
	17	14

Second Year

Fall	Hours Spring	Hours
Component Area III	4 Component Area III	4
Advanced Liberal Arts Elective	3 ARTS 2370	3
Foreign Language XXXX2311 ^{1, 2}	3 Foreign Language XXXX2312 ¹	3
MCOM 4371	3 MCOM 2382	3
PHIL 2306	3 MCOM 3381	3
	16	16

Third Year

Fall	Hours Spring	Hours
Component Area VI	3 Component Area V	3
Advanced Liberal Arts Elective	3 Component Area VI	3
MCOM 3382	3 MCOM 3385	3
MCOM 3383	3 MCOM 3388	3
MCOM Concentration Elective ³	3 Option A or B: Lower Division Course	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
Component Area VII	3 Component Area VII	3
MCOM 4383	3 MCOM 4390	3
MCOM 4384	3 MCOM Concentration Elective ³	3
Option A or B: Lower Division Course	3 Option A or B: Upper Division Course	3
Option A or B: Upper Division Course	3	
	15	12

Total Hours: 120

- ¹ Four courses in one language required.
- ² Courses may be counted in two separate requirements.
- ³ For MCOM concentration electives, select 6 hours of the following: MCOM 3026, MCOM 4022, MCOM 4099, MCOM 4398.

Notes:

- Students should use elective and/or minor hours to satisfy the 42 advanced hour requirement. All students must complete at least 120 hours to graduate.
- Select at least 6 liberal arts hours.