

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.

Writing Enhanced Courses. All undergraduate students are required to complete at least six hours of writing enhanced courses within the discipline, of which three hours must be advanced.

Code	Title	Hours
Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising		
Core Curriculum (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum)		
Component Area I (Communication)		6
Component Area II (Mathematics) ¹		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 ²	3
ARTS 2370	Digital Photography I	3
Select one of the following: ³		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): ⁴		14
Advanced Liberal Arts Electives (6 hours)		6
Mass Communication Core (14 hours)		
MCOM 1130	Media Literacy ⁵	1
MCOM 1330	Analysis of Electronic Culture (Writing Enhanced)	3
MCOM 1332	Writing For Mass Media (Writing Enhanced)	3
MCOM 2371	TV & Film Production	3
MCOM 3026	Media Practicum	1
MCOM 4371	Mass Media Law And Ethics (Writing Enhanced)	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 (Limited to 3 SCH)	
MCOM 4099	Independent Study (Limited to 3 SCH)	
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 MATH 1332 is recommended.
- 2 PHIL 2306 satisfies the requirement for Component Area IX and is a degree specific requirement for mass communication.
- 3 ECON 2300, or ECON 2301 or ECON 2302 satisfies the requirement for Component Area VIII and is a degree specific requirement for mass communication.
- 4 Foreign Language Course XXXX2311 or XXXX2312 satisfies the requirement for Component Area IV and is part of the mass communication foreign language requirement.
- 5 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 (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3 Component Area I (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3
Component Area II ¹	3 ECON 2300, 2301, or 2302 ³	3
Foreign Language XXXX1411 ^{2,3}	4 Foreign Language XXXX1412 ²	4
MCOM 1330 (Writing Enhanced)	3 MCOM 1130 ²	1
MCOM 1332 (Writing Enhanced)	3 MCOM 2371	3
MCOM 3026	1	
	17	14

Second Year

Fall	Hours Spring	Hours
Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4 Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
Advanced Liberal Arts Elective	3 ARTS 2370	3
Foreign Language XXXX2311 ^{2,3}	3 Foreign Language XXXX2312 ²	3
MCOM 4371 (Writing Enhanced)	3 MCOM 2382	3
PHIL 2306	3 MCOM 3381	3
	16	16

Third Year

Fall	Hours Spring	Hours
Component Area VI (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavi)	3 Component Area V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
Advanced Liberal Arts Elective	3 Component Area VI (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavi)	3
MCOM 3382	3 MCOM 3385	3
MCOM 3383	3 MCOM 3388	3
MCOM Concentration Elective ⁴	3 Option A or B: Lower Division Course	3
	15	15

Fourth Year

Fall	Hours Spring	Hours
Component Area VII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii)	3 Component Area VII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareavii)	3
MCOM 4383	3 MCOM 4390	3
MCOM 4384	3 MCOM Concentration Elective ⁴	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 MATH 1332 is recommended.
- ² Four courses in one language required.
- ³ Courses may be counted in two separate requirements.
- ⁴ See, MCOM Concentration Elective Course list below.

Code	Title	Hours
MCOM Concentration Elective Courses⁴		
Select two of the following:		
MCOM 3026	Media Practicum	3
MCOM 4022	Special Topic (Limited to 3 SCH)	3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4398	Professional Internship	3

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.