

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 trends. 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.

Requirements

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

All students declaring a major or minor in Mass Communication or Ag/Com are required to receive a grade of C or better in all MCFL, MCJR, MCOM, MCPA, and MCPD courses.

The University requires all undergraduate students 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 (http://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) ²		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		3
Component Area IX (Component Area Option) ^{4,5}		4
Degree Specific Requirements		
PHIL 2306	Contemporary Moral Issues ⁴	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: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ⁴		14
Major: Foundation		
MCOM 1130	Media Literacy ⁵	1
MCOM 1330	Media, Culture and Society (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
Major: Required		
MCPA 2382	Design for PR & Advertising	3

MCPA 3381	Principles Of Public Relations	3
MCPA 3382	Principles of Advertising	3
MCPA 3383	Writing for PR & Advertising	3
MCPA 3385	Advanced Writing for PR & Adv	3
MCPA 3388	Sales and Marketing	3
MCPA 4383	Audience Research & Analysis	3
MCPA 4384	Advanced Design for Public Relations & Advertising	3
MCPA 4390	Campaigns for PR & Advertising	3
Major: Prescribed Electives		9
MCOM 4022	Special Topic (Limited to 3 SCH)	
MCOM 4099	Independent Study	
MCPA 4381	Social Marketing for PR & Adv	
MCPA 4385	Social Media for PR & Adv	
MCOM 4393	Global Media	
MCOM 4398	Professional Internship	
Select Option A or B ⁶		18
Minor: Not Required ^{7,8}		
Total Hours		120

¹ MATH 1332 is recommended.

² Four courses in one language are required. Foreign Language Course WOLC 2311 or WOLC 2312 satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture) as well as a part of the Mass Communication Foreign Language requirement.

³ ECON 2300, ECON 2301 or ECON 2302 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a Degree Specific requirement for Mass Communication.

⁴ PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a Degree Specific requirement for Mass Communication.

⁵ MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.

⁶ Select from Option A or Option B. Option A consists of 18 credits in one Subject Area, 12 of which are Upper Level courses. Option B consists of 18 credits in Business, 12 of which are Upper Level Courses. The remaining courses for both Options are referred to as Lower Level.

⁷ A minor is not required for this degree program; however, a student has the option to add a minor, but to do so additional semester credits hours will be needed above the degree program's stated total semester credit hours.

⁸ All minors can be paired with this degree program.

Notes

Students must earn a 2.0 minimum overall GPA in all coursework.

Students must meet a 2.0 minimum overall major GPA in all major coursework.

Students must earn a 2.0 minimum SHSU GPA in all coursework.

Students must meet a 2.0 minimum SHSU major GPA in all major coursework.

All Mass Communication majors and minors must earn a grade of "C" or better in each Mass Communication course.

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.

First Year

Fall	Hours	Spring	Hours
Component Area I (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)		3 Component Area I (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3
Component Area II (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii) ¹		3 Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
HIST 1301 ²		3 HIST 1302 ²	3
MCOM 1330 (Writing Enhanced)		3 MCOM 1332	3

PHIL 2306 ³		3 MCOM 2371	3
		15	16
Second Year			
Fall	Hours	Spring	Hours
Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	
MCOM 1130 ⁴		1 ECON 2300, 2301, or 2302 ⁷	3
MCPA 2382		3 MCPA 3381	3
POLS 2305 ⁵		3 POLS 2306 ⁵	3
WOLC 1411 ⁶		4 WOLC 1412 ⁶	4
		15	16
Third Year			
Fall	Hours	Spring	Hours
MCPA 3382		3 MCPA 3385	3
MCPA 3383		3 MCPA 3388	3
Option A or B: Lower Level ⁸		6 Prescribed Electives ⁹	6
WOLC 2311 ⁶		3 WOLC 2312 ⁶	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
MCOM 3026		1 MCPA 4384	3
MCOM 4371		3 MCPA 4390	3
MCPA 4383		3 Option A or B: Upper Level ⁸	6
Option A or B: Upper Level ⁸		6 Prescribed Electives ⁹	3
		13	15

Total Hours: 120

- ¹ MATH 1332 is recommended.
- ² Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).
- ³ PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a Degree Specific requirement for Mass Communication.
- ⁴ MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.
- ⁵ Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).
- ⁶ Four courses in one language are required. Foreign Language Course WOLC 2311 or WOLC 2312 satisfies the Core Curriculum requirement for Component Area IV (Language, Philosophy, and Culture) as well as a part of the Mass Communication Foreign Language requirement.
- ⁷ ECON 2300, ECON 2301, or ECON 2302 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences) as well as a Degree Specific requirement for Mass Communication.
- ⁸ Select from Option A or Option B. Option A consists of 18 credits in one Subject Area, 12 of which are Upper Level courses. Option B consists of 18 credits in Business, 12 of which are Upper Level Courses. The remaining courses for both Options are referred to as Lower Level.
- ⁹ See, Prescribed Electives Course list below.

Code	Title	Hours
Prescribed Electives ⁹		
Select three of the following:		
MCOM 4022	Special Topic (Limited to 3 SCH)	3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4393	Global Media	3
MCOM 4398	Professional Internship	3
MCPA 4381	Social Marketing for PR & Adv	3
MCPA 4385	Social Media for PR & Adv	3

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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.

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The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The BA in Mass Communication: Public Relations & Advertising is designed to provide graduates with the following marketable skills:

- Demonstrate strong oral and written communication skills.
- Utilize leadership, critical thinking, and teamwork skills.
- Conduct the collection, analysis, and management of digital data.
- Conceptualize and produce original and creative media.
- Produce media campaigns for social and digital platforms.