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

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 are 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.

Additional information: Reference the Program Landing Page (https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td>PHIL 2306</td>
<td>Contemporary Moral Issues 4</td>
<td>3</td>
</tr>
<tr>
<td>Select one of the following:</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>ECON 2300</td>
<td>Introduction To Economics</td>
<td></td>
</tr>
<tr>
<td>ECON 2301</td>
<td>Principles Of Macroeconomics</td>
<td></td>
</tr>
<tr>
<td>ECON 2302</td>
<td>Principles Of Microeconomics</td>
<td></td>
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<tr>
<td>Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312</td>
<td>14</td>
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Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising Concentration

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MCOM 1130</td>
<td>Media Literacy 5</td>
<td>1</td>
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<tr>
<td>MCOM 1330</td>
<td>Media, Culture and Society (Writing Enhanced)</td>
<td>3</td>
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<tr>
<td>MCOM 1332</td>
<td>Writing For Mass Media (Writing Enhanced)</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 2371</td>
<td>TV &amp; Film Production</td>
<td>3</td>
</tr>
<tr>
<td>MCOM 3026</td>
<td>Media Practicum</td>
<td>1</td>
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<tr>
<td>MCOM 4371</td>
<td>Mass Media Law And Ethics (Writing Enhanced)</td>
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Major: Required

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MCPA 2382</td>
<td>Design for PR &amp; Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 3381</td>
<td>Principles Of Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 3382</td>
<td>Principles of Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 3383</td>
<td>Writing for PR &amp; Advertising</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 3388</td>
<td>Sales and Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 4382</td>
<td>Advanced Writing for PR &amp; Adv</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 4383</td>
<td>Audience Research &amp; Analysis</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 4384</td>
<td>Advanced Design for Public Relations &amp; Adv</td>
<td>3</td>
</tr>
<tr>
<td>MCPA 4390</td>
<td>Campaigns for PR &amp; Advertising</td>
<td>3</td>
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</table>

Major: Prescribed Electives

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>MCOM 4022</td>
<td>Special Topic (Limited to 3 SCH)</td>
<td></td>
</tr>
<tr>
<td>MCOM 4099</td>
<td>Independent Study (Limited to 3 SCH)</td>
<td></td>
</tr>
<tr>
<td>MCPA 4381</td>
<td>Social Marketing for PR &amp; Adv</td>
<td></td>
</tr>
<tr>
<td>MCPA 4385</td>
<td>Social Media for PR &amp; Adv</td>
<td></td>
</tr>
<tr>
<td>MCOM 4393</td>
<td>Global Media</td>
<td></td>
</tr>
<tr>
<td>MCOM 4398</td>
<td>Professional Internship</td>
<td></td>
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</table>

Select Option A or B 6

Minor: Not Required 7,8

Total Hours 120

Notes

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 credit hours will be needed above the degree program's stated total semester credit hours.
8. All minors can be paired with this degree program.

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.

Additional information: Reference the Program Landing Page (https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/) for additional information, such as cost, delivery format, contact information, or to schedule a visit.

First Year

<table>
<thead>
<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Component Area I (academic-guidelines/core-curriculum/#componentarea)</td>
<td>3</td>
<td>Component Area I (academic-guidelines/core-curriculum/#componentarea)</td>
<td>3</td>
</tr>
</tbody>
</table>
Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising Concentration

Component Area II (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii)
HIST 1301
MCOM 1330 (Writing Enhanced)
PHIL 2306
3

Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)
3 HIST 1302
3 MCOM 1332
3 MCOM 2371

Second Year

Fall

Component Area III (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)
MCOM 1130
MCPS 2382
POLS 2305
WOLC 1411
3

Spring

4 Component Area V (http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)
1 ECON 2300, 2301, or 2302
3 MCPA 3381
3 POLS 2306
4 WOLC 1412

15

Third Year

Fall

MCPS 3382
MCPS 3383
Option A or B: Lower Level
WOLC 2311
3

Spring

3 MCPS 3388
3 MCPS 4382
6 Prescribed Electives
3 WOLC 2312

15

Fourth Year

Fall

MCOM 3026
MCOM 4371
MCPS 4383
Option A or B: Upper Level
13

Spring

1 MCPS 4384
3 MCPS 4390
3 Option A or B: Upper Level
6 Prescribed Electives

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

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

Notes

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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.