

# 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.

## Requirements

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.

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 MCOM 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 |
|--|---|-------|
| <b>Bachelor of Arts, Major in Mass Communication: Public Relations &amp; Advertising</b>   |   |       |
| Core Curriculum ( <a href="http://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/">catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/</a> ) |   |       |
| Component Area I (Communication)   |   | 6     |
| Component Area II (Mathematics) <sup>1</sup>   |   | 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     |
| <b>Degree Specific Requirements</b>  |   |       |
| PHIL 2306  | Contemporary Moral Issues <sup>2</sup>        | 3     |
| Select one of the following: <sup>3</sup>  |   | 3     |
| ECON 2300  | Introduction To Economics                     |       |
| ECON 2301  | Principles Of Macroeconomics                  |       |
| ECON 2302  | Principles Of Microeconomics                  |       |
| Foreign Language - 14 Hours - 4 Courses (WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312): <sup>4</sup>   |   | 14    |
| <b>Mass Communication Core (14 hours)</b>  |   |       |
| MCOM 1130  | Media Literacy <sup>5</sup>                   | 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     |
| <b>Courses Required for Concentration (27 hours)</b>   |   |       |
| 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         |
| <b>Concentration Electives (9 hours)</b>               |  | <b>9</b>  |
| MCOM 3026  | Media Practicum                                    |           |
| MCOM 4022  | Special Topic (Limited to 3 SCH)                   |           |
| MCOM 4099  | Independent Study (Limited to 3 SCH)               |           |
| MCOM 4381  | Social Marketing for PR & Adv                      |           |
| MCOM 4385  | Social Media for PR & Adv                          |           |
| MCOM 4393  | Global Media                                       |           |
| MCOM 4398  | Professional Internship                            |           |
| <b>Select Option A or B</b>                            |  | <b>18</b> |
| Option A: 18 Credits in 1 Subject Area, 12 Upper Level |  |           |
| Option B: 18 Credits in Business, 12 Upper Level       |  |           |

**Total Hours** **120**

- <sup>1</sup> MATH 1332 is recommended.
- <sup>2</sup> PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a degree specific requirement for mass communication.
- <sup>3</sup> ECON 2300, or 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.
- <sup>4</sup> Four courses in one language 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.
- <sup>5</sup> MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) 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.

#### 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 (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii) <sup>1</sup> |       | 3 Component Area III (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii) | 4         |
| HIST 1301 <sup>2</sup>  |       | 3 HIST 1302 <sup>2</sup>   | 3         |
| MCOM 1330 (Writing Enhanced)  |       | 3 MCOM 1332  | 3         |
| PHIL 2306 <sup>3</sup>  |       | 3 MCOM 2371  | 3         |
|   |       | <b>15</b>  | <b>16</b> |

#### 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 V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav) | 3     |
| MCOM 1130 <sup>4</sup>   |       | 1 MCOM 3381  | 3     |
| MCOM 2382  |       | 3 ECON 2300, 2301, or 2302 <sup>6</sup>  | 3     |
| POLS 2305 <sup>5</sup>   |       | 3 POLS 2306 <sup>5</sup>   | 3     |

|   |              |   |              |
|---|--------------|---|--------------|
| WOLC 1411 <sup>6</sup>                            |              | 4 WOLC 1412 <sup>6</sup>                            | 4            |
|   |              | <b>15</b>   | <b>16</b>    |
| <b>Third Year</b>                                 |              |   |              |
| <b>Fall</b>                                       | <b>Hours</b> | <b>Spring</b>                                       | <b>Hours</b> |
| MCOM 3382   |              | 3 MCOM Concentration Elective <sup>9</sup>          | 6            |
| MCOM 3383   |              | 3 MCOM 3385   | 3            |
| Option A or B: Lower Division Course <sup>8</sup> |              | 6 MCOM 3388   | 3            |
| WOLC 2311 <sup>6</sup>                            |              | 3 WOLC 2312 <sup>6</sup>                            | 3            |
|   |              | <b>15</b>   | <b>15</b>    |
| <b>Fourth Year</b>                                |              |   |              |
| <b>Fall</b>                                       | <b>Hours</b> | <b>Spring</b>                                       | <b>Hours</b> |
| MCOM 3026   |              | 1 MCOM Concentration Elective <sup>9</sup>          | 3            |
| MCOM 4371   |              | 3 MCOM 4384   | 3            |
| MCOM 4383   |              | 3 MCOM 4390   | 3            |
| Option A or B: Upper Division Course <sup>8</sup> |              | 6 Option A or B: Upper Division Course <sup>8</sup> | 6            |
|   |              | <b>13</b>   | <b>15</b>    |

**Total Hours: 120**

- <sup>1</sup> MATH 1332 is recommended.
- <sup>2</sup> Satisfies the Core Curriculum requirement for Component Area VI (U.S. History).
- <sup>3</sup> PHIL 2306 satisfies the Core Curriculum requirement for Component Area IX (Component Area Option) as well as a degree specific requirement for mass communication.
- <sup>4</sup> MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) as well as the major.
- <sup>5</sup> Satisfies the Core Curriculum requirement for Component Area VII (Political Science/Government).
- <sup>6</sup> Four courses in one language 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 portion of the mass communication foreign language requirement.
- <sup>7</sup> ECON 2300, or 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.
- <sup>8</sup> Option A: 18 Credits in 1 Subject Area, 12 Upper level or Option B: 18 Credits in Business, 12 Upper Level.
- <sup>9</sup> See, MCOM Concentration Elective Course list below.

| Code   | Title                                | Hours |
|--|--------------------------------------|-------|
| <b>MCOM Concentration Elective Courses<sup>9</sup></b> |                                      |       |
| Select three 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 4381  | Social Marketing for PR & Adv        | 3     |
| MCOM 4385  | Social Media for PR & Adv            | 3     |
| MCOM 4393  | Global Media                         | 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.

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 team-working 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.