

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

## Public Relations & Advertising

The Public Relation & Advertising emphasis prepares students for both agency work and leadership positions in corporate and/or nonprofit environments. While writing and presentation skills are essential, emphasis is on application of these writing and presentation skills for managing communication with individuals and groups in organizations. Students in the Public Relations & Advertising emphasis complete the MCOM four-course core and the professional seminar plus courses in public-relations & advertising principles, public-relations & advertising writing, and either strategic planning or campaigns for public relations and advertising. They also complete Communication Research Methods, MCOM electives, and one course in marketing.

### Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising

<b>Core Curriculum</b> (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/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
<b>Degree Specific Requirements</b>		
PHIL 2303	Critical Thinking	3
Select one of the following:		3
ARTS 1301	Intro To The Visual Arts	
ARTS 1303	Art History Survey I	
ARTS 2370	Digital Photography I	
Select one of the following: <sup>1</sup>		3
ECON 2300	Introduction To Economics	
ECON 2301	Principles Of Macroeconomics	
ECON 2302	Principles Of Microeconomics	
MKTG		3
Foreign Language		14
Advanced Liberal Arts Electives		13
<b>Major Core</b>		
MCOM 1330	Analysis of Electronic Culture	3
MCOM 1332	Writing For Mass Media	3
MCOM 2381	Visual Communication for Media	3
MCOM 4371	Mass Media Law And Ethics	3
Writing Enhanced Mass Comm Courses		
<b>Required Courses</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
or MCOM 4022	Special Topic	
MCOM 4383	Audience Research & Analysis	3
MCOM 4390	Campaigns for PR & Advertising	3

MCOM 4398	Professional Internship	3
Total Hours		120

<sup>1</sup> Courses may be counted in two separate requirements.

### 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 from liberal arts courses listed at end of this section.

### First Year

Fall	Hours Spring	Hours
ARTS 1301, 1303, or 2370	3 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)	3
Foreign Language <sup>1</sup>	4 ECON 2300, 2301, or 2302 <sup>2</sup>	3
MCOM 1330	3 Foreign Language <sup>1</sup>	4
MCOM 1332	3 MCOM 2381	3
16		16

### Second Year

Fall	Hours Spring	Hours
Advance Liberal Arts Elective	3 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 Component Area IV (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)	3
Foreign Language <sup>1</sup>	3 Foreign Language <sup>1</sup>	3
MCOM 4371	3 MCOM 3381	3
PHIL 2303	3 MCOM 2382	3
16		16

### Third Year

Fall	Hours Spring	Hours
Advance Liberal Arts Elective	4 Advanced Liberal Arts Elective	3
Advanced Liberal Arts Elective	3 Component Area V (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
Component Area IV (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiiv)	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 or 4022	3
16		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
Component Area VIII (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaviii)	3 Component Area IX (catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaix)	4
MKGT	3 MCOM 4390	3

MCOM 4383	3 MCOM 4398	3
	12	13

Total Hours: 120

- <sup>1</sup> Four courses in one language required.
- <sup>2</sup> Courses may be counted in two separate requirements.

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.