

# TRANSFER ARTICULATION: MASS COMMUNICATION

The Mass Communication Program (<https://www.shsu.edu/academics/mass-communication/>) at Sam Houston State University offers a unique educational experience. In daily, one-on-one contact with faculty from a variety of theoretical and practical backgrounds, students are exposed to a combination of hands-on production classes, professional development classes, and traditional theory/criticism classes. MCOM graduates develop 1) general media literacy skills that are increasingly necessary in our media-saturated contemporary experience and 2) specific skill sets especially applicable to the emerging technologically-driven marketplace.

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**Location:** Dan Rather Communications Building #212C

## Courses Transfer Students Should Take:\*

SHSU Course Number	College/TCCN	SHSU Course Title	Semester Credit Hours
MCOM 1130	COMM 2300	Media Literacy	1
MCOM 1330	COMM 1335	Media, Culture and Society	3
MCOM 1332	COMM 2311	Writing For Mass Media	3
MCOM 1371	COMM 2303	Audio Production & Performance	3
MCJR 2362		News Reporting	3
MCOM 2366	COMM 2366	Film Appreciation	3
MCOM 2371	COMM 1336	TV & Film Production	3
MCPA 2382	COMM 2330	Design for PR & Advertising	3

**\*Note:** Other courses may transfer, depending upon the selected degree or program. Meet with your academic advisor to confirm whether coursework will transfer from another institution. For a complete listing of degree-specific requirements, please, review the degree plan within the Undergraduate Catalog (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/>).

- Bachelor of Arts, Major in Mass Communication: Multi-Platform Journalism (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-multi-platform-journalism/>)
- Bachelor of Arts, Double Major in Education and Mass Communication: Journalism (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/education/school-of-teaching-and-learning/ba-education-and-mass-communication/>)
- Bachelor of Arts, Major in Mass Communication: Film (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communications-film/>)
- Bachelor of Arts, Major in Mass Communication: Public Relations & Advertising (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-public-relations-advertising/>)
- Bachelor of Arts, Major in Mass Communication: Broadcast Production (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/ba-mass-communication-broadcast-production/>)
- Bachelor of Fine Arts, Major in Film and TV Production (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/bfa-film-and-tv-production/>)
- Bachelor of Science, Major in Agricultural Communication (Department of Agricultural Sciences & Engineering Technology) (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/science-and-engineering-technology/agricultural-science-bs-agricultural-communications/>)
- Minor in Film Studies (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/film-studies-minor/>)
- Minor in Mass Communication (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/mass-communication-minor/>)
- Minor in Sports Media (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/colleges-academic-departments/arts-and-media/mass-communication/sports-media-minor/>)

## Field of Study

Sam Houston State University supports the State of Texas Fields of Study (<https://www.highered.texas.gov/our-work/supporting-our-institutions/program-development/texas-transfer-framework/>).

There are four MCOM degree plans: Broadcast Production (<https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/broadcast-production/>), Multi-Platform Journalism (<https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/multi-platform-journalism/>), Public Relations and Advertising (<https://www.shsu.edu/programs/bachelor-of-arts-in-mass-communication/public-relations-advertising/>), and Film (<https://www.shsu.edu/programs/bachelor-of-fine-arts-in-film-and-tv-production/>). Graduates can enter a variety of fields, including but not limited to: print or television news, video production, media promotions and public relations, radio and television sales, cable television management, and corporate media. In addition, students may supplement their degrees with educational requirements that allow them to become certified media specialists in public school systems.

The Core Curriculum (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>) at Sam Houston State University (to be used by all incoming students as of fall 2014) contains 42 semester credit hours, encompassing nine component areas. Each component area has a minimum credit hour requirement and a selection of specific courses that may be used to satisfy the requirement. The Core Curriculum (<http://catalog.shsu.edu/archives/2023-2024/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/>) details Sam Houston State University courses and their Texas Common Course Number (TCCN) equivalents for college transfer students which comprise SHSU's core curriculum.

Many SHSU disciplines including the sciences, business, and education require specific courses from the SHSU core as degree specific graduation requirements. To minimize cost and time to complete degree requirements always select SHSU/transfer core courses specified as degree requirements in your intended major. If you have not decided on a major, select core courses supporting your intended area of academic concentration.

Prior to enrolling in core classes, students are encouraged to review specific degree requirements for their major. Selection of major-specified core courses reduces the total number of hours required for graduation.

If you do not see a Texas Common Course Number (TCCN) mapping a specific core course to your transfer institution, please go to Transfer Course Equivalency Guide (<https://ww2.shsu.edu/regr27wp/>) and select your institution from the drop-down menu. The result will list all currently mapped transfer courses from your institution to SHSU courses.