

BACHELOR OF ARTS, MAJOR IN MEDIA AND 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 declaring a major or minor in Media and Communication are required to receive a grade of C or better in all MCEM, 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.

Code	Title	Hours
Bachelor of Arts, Major in Media and Communication: Public Relations & Advertising Concentration		
Core Curriculum (https://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		
Foreign Language: WOLC 1411, WOLC 1412, WOLC 2311, WOLC 2312 ²		14
PHIL 2306	Contemporary Moral Issues ⁴	3
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	Strategic Design for Public Relations and Advertising I	3
MCPA 3381	Principles Of Public Relations	3
MCPA 3382	Principles of Advertising	3
MCPA 3383	Writing for Public Relations and Advertising	3
MCPA 3388	Sales and Marketing	3
MCPA 4382	Advanced Writing for Public Relations and Advertising	3

MCPA 4383	Audience Research & Analysis	3
MCPA 4384	Strategic Design for Public Relations and Advertising II	3
MCPA 4390	Campaigns for Public Relations and Advertising	3
Major: Prescribed Electives		9
MCEM 2321	Spotting Future Trends in New Media	
MCOM 3026	Media Practicum	
MCOM 4022	Special Topic (Limited to 3 SCH)	
MCOM 4099	Independent Study (Limited to 3 SCH)	
MCOM 4398	Professional Internship	
MCPA 4381	Social Marketing Campaign	
MCPA 4385	Social Media & Branding	
Select Option A, Option B, or a Minor^{6, 7}		18
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 Media and Communication Foreign Language requirement.

³ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).

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) and the major.

⁶ Select from Option A, Option B, or a Minor. Option A consists of 18 credits in one Subject Area, and Option B consists of 18 credits in Business. Any Minor can be paired with this degree.

⁷ Courses counted toward minors may not be applied to concentrations.

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 Media and Communication majors and minors must earn a grade of "C" or better in each Media and 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

Fall	Hours	Spring	Hours
Component Area I (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)		3 Component Area I (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareai)	3
Component Area II (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaii) ¹		3 Component Area III (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)	4
HSTY 1301 ²		3 HSTY 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 (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareaiii)		4 Component Area V (https://catalog.shsu.edu/undergraduate/academic-policies-procedures/degree-requirements-academic-guidelines/core-curriculum/#componentareav)	3
MCOM 1130 ⁴		1 MCOM 1307 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 3388	3
MCPA 3383		3 MCPA 4382	3
WOLC 2311 ⁶		3 WOLC 2312 ⁶	3
Option A, Option B, or a Minor ⁸		6 Prescribed Electives ⁹	6
		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, Option B, or a Minor ⁸	6
Option A, Option B, or a Minor ⁸		6 Prescribed Electives ⁹	3
		13	15

Total Hours: 120¹ 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) and the Degree Specific requirement for Media and Communication.⁴ MCOM 1130 satisfies one hour of the Core Curriculum requirement for Component Area IX (Component Area Option) and 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) and a part of the Media and Communication Foreign Language requirement.⁷ MCOM 1307 satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences).⁸ Select from Option A, Option B, or a Minor. Option A consists of 18 credits in one Subject Area, and Option B consists of 18 credits in Business. Any Minor may be paired with this degree. However, courses counted toward minors may not be applied to concentrations.⁹ See Prescribed Electives course list below.

Code	Title	Hours
Prescribed Electives⁹		
Select three of the following:		
MCEM 2321	Spotting Future Trends in New Media	3
MCOM 3026	Media Practicum	1-4
MCOM 4022	Special Topic (Limited to 3 SCH)	3
MCOM 4099	Independent Study (Limited to 3 SCH)	3
MCOM 4398	Professional Internship	3
MCPA 4381	Social Marketing Campaign	3
MCPA 4385	Social Media & Branding	3

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

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.

All minors can be paired with this degree program.

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 Media and 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.