

College of Liberal Arts & Social Sciences

2014-2015 Mass Communication- Advertising/Public Relations Degree Plan

FIRST YEAR - FRESHMAN

<u>Fall Semester</u>		<u>Spring Semester</u>	
UNIV	1001 * Freshman Seminar	ENG	1213 * Freshman Composition II
ENG	1113 * Freshman Composition I		---3 * Communication** (Computer Literacy)
MATH	1-13 * Mathematics**		<i>MIS 1903 Computer Business Applications RECOMMENDED</i>
	<i>Mathematics1413 Survey of Math RECOMMENDED</i>	BIOL	1--4 * Life Science**
	---3 Major Elective****	MCOM	1733 Introduction to Mass Media
KIN	2122 * Wellness OR Nutrition FCS 1513	COMM	---3 * Communication** (Speech)
	---3 * Humanities-Western Civilization**		
15-16 TOTAL HOURS		16 TOTAL HOURS	

SECOND YEAR - SOPHOMORE

<u>Fall Semester</u>		<u>Spring Semester</u>	
PS	1113 * United States Government	HIST	24-3 * United States History Survey**
	---3 * Humanities-Cultural/Human Diversity**		---3 * Humanities - Social Sciences**
MCOM	3823 Introduction to Advertising		1--4 * Physical Science**
MCOM	3343 Digital Publishing	MCOM	2733 Writing for Media
	---4 Elective	MCOM	3843 Advertising Copy and Layout
16 TOTAL HOURS		16 TOTAL HOURS	

THIRD YEAR - JUNIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
	---3 * Humanities and Social Sciences**	MCOM	3853 Media Ethics and Law
UNIV	3001 * General Education Seminar	MCOM	4813 Public Relations Writing
MCOM	3893 Introduction to Public Relations		---9 Major Elective****
	---3 Major Elective****		
	---6 Elective		
16 TOTAL HOURS		15 TOTAL HOURS	

FOURTH YEAR - SENIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
MCOM	4712 Professional Internship	MCOM	4611 Senior Portfolio in Mass Comm
	---9 Major Elective****		---3 Major Elective****
	---3 Elective		---6 Elective
			---6 Elective
14 TOTAL HOURS		16 TOTAL HOURS	

TOTAL DEGREE PLAN HOURS 124

*General Education Requirement

**See current catalog "General Education Requirements" for selection

***No Minor Required/Electives (25 hours)

****See current catalog for list of required major electives