

COLLEGE OF LIBERAL ARTS AND SOCIAL SCIENCES MASS COMMUNICATION AD/PR CONCENTRATION DEGREE PLAN 2025-26

FIRST YEAR- FRESHMAN (32-HRS)

Fall Semester – 16 Total Hours

| | | |
|------|------|---|
| ART | 1123 | Computers for Creatives |
| MCOM | 1733 | Intro to Mass Media (C) |
| UNIV | 1001 | Tiger Connect (C) |
| ENG | 1113 | Freshman Composition I (C) |
| MATH | xxx3 | Mathematical and Statistical Reasoning (CT) |
| ANY | xxx3 | General Education Elective (GC) |

Spring Semester – 16 Total Hours

| | | |
|------|------|---|
| MCOM | 1813 | Intro to Video Production |
| ENG | 1213 | Freshman Composition II (IL) |
| ANY | xxx4 | Nature and Science I (C) (CT) (IL) (IKC) (GC) |
| PS | 1113 | U.S. Government (CT) |
| ANY | xxx3 | General Education Elective (C) (CT) (IL) (IKC) (GC) |

SECOND YEAR-SOPHOMORE (30-HRS)

Fall Semester – 15 Total Hours

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|------|------|---|
| MCOM | 2733 | Writing for Media I (C) |
| MCOM | 3893 | Public Relations |
| ART | 2943 | Principles of Graphic Design |
| HIST | xxx3 | Civic Consciousness (CT) |
| ANY | xxx3 | Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC) |
| SFA | 1000 | Cultural Attendance |

Spring Semester – 15 Total Hours

| | | |
|------|------|--|
| MCOM | 1713 | Intro to Photography |
| MCOM | 3823 | Advertising |
| ANY | xxx3 | Exploration and Personal Enrichment I (C) (CT) (IL) (IKC) (GC) |
| ANY | xxx3 | Nature and Science II (C) (CT) (IL) (IKC) (GC) |
| ANY | xxx3 | Cultural and Aesthetic Awareness I (C) (CT) (IL) (IKC) (GC) |

THIRD YEAR - JUNIOR (30-HRS)

Fall Semester – 15 Total Hours

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|------|------|--|
| MCOM | 3783 | Writing for Media II |
| MCOM | 3013 | Media Practicum |
| ANY | xxx3 | Any Required Elective for MCOM/COMM/MKTG |
| ANY | xxx3 | Upper Level Elective |
| ANY | xxx3 | Upper Level Elective |

Spring Semester – 15 Total Hours

| | | |
|------|------|-----------------------------|
| MCOM | 4012 | Career Preparation |
| MCOM | 3853 | Media Ethics and Law |
| MCOM | 3053 | Social Media Management (C) |
| MCOM | 3843 | Advertising Copy and Layout |
| MCOM | 4711 | Internship |
| ANY | xxx3 | Upper Level Elective |

FOURTH YEAR - SENIOR (28-HRS)

Fall Semester – 15 Total Hours

ANY xxx3 Any Required Elective for MCOM/COMM/MKTG
ANY xxx3 Any Required Elective for MCOM/COMM/MKTG
ANY xxx3 General Education Elective
ANY xxx3 Upper Level Elective
ANY xxx3 Upper Level Elective

Spring Semester – 13 Total Hours

MCOM 4611 Senior Portfolio
MCOM 4323 AD/PR Campaign
ANY xxx3 Any Required Elective for MCOM/COMM/MKTG
ANY xxx3 Upper Level Elective
ANY xxx3 Upper Level Elective

Total Degree Plan Hours: 120

General Education Student Learning Outcome Index

Students must take at least one course that meets each of the five Student Learning Outcomes

Communication (C)
Critical Thinking (CT)
Information Literacy (IL)
Intercultural Knowledge and Competence (IKC)
Global Citizenship (GC)