

College of Liberal Arts & Social Sciences

2022-2023 Mass Communication - Ad/PR 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** | | 1--4 * Life Science** |
| | <i>Mathematics 1413 Survey of Math RECOMMENDED</i> | COMM | ---3 * Communication** (Speech) |
| MCOM | 1733 Introduction to Mass Media | MCOM | 1713 Introduction to Photography |
| HHFS | 1513 * Basic Nutrition | | |
| ART | 1123 Computers for Creatives | | |

16 TOTAL HOURS

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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** |
| ART | 2943 Principles of Graphic Design | | 1--4 * Physical Science** |
| MCOM | 2733 Writing for Media I | MCOM | 1813 Intro to Video Production |
| MCOM | 3893 Public Relations | MCOM | 3823 Advertising |
| | | SFA | 1000 Cultural Attendance |

15 TOTAL HOURS

16 TOTAL HOURS

THIRD YEAR - JUNIOR

| <u>Fall Semester</u> | | <u>Spring Semester</u> | |
|----------------------|--|------------------------|-------------------------|
| | ---3 * Humanities-Western Civilization** | | ---3 * Humanities** |
| MCOM | 3783 Writing for Media II | MCOM | 3853 Media Ethics & Law |
| MCOM | 3013 Media Practicum | MCOM | 3843 Ad Copy & Layout |
| MCOM | ---3 Major Elective**** | MCOM | 4012 Career Prep |
| | ---3 Electives*** (3 hours) | MCOM | ---3 Major Elective**** |

15 TOTAL HOURS

14 TOTAL HOURS

FOURTH YEAR - SENIOR

| <u>Fall Semester</u> | | <u>Spring Semester</u> | |
|----------------------|------------------------------|------------------------|------------------------------------|
| MCOM | 3053 Social Media Management | MCOM | 4611 Senior Portfolio in Mass Comm |
| | ---3 Major Elective**** | MCOM | 4323 Ad/PR Campaigns |
| | ---9 Electives*** (9 hours) | | ---3 Major Elective**** |
| | | | ---6 Electives*** (6 hours) |

15 TOTAL HOURS

13 TOTAL HOURS

TOTAL DEGREE PLAN HOURS 120

*General Education Requirement

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

***No Minor Required/Electives (22 hours)

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