

MASS COMMUNICATIONS
Public Relations & Advertising 2017

FRESHMAN FALL SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
ENGL-101	English Composition I*	C	3		
MTSC 101 or higher	MTSC ____	D	3		
MCOM-191	University Seminar I*	C	1		
MCOM-208	Foundations of Mass Comm* (formerly Intro)	C	3		
MCOM-218	Fundamentals of Public Relations (formerly Pub Rel. Prin. & Practices)*	C	3		
	Nat Science Requirement I	D	3		
	Total Credits		16		

SOPHOMORE FALL SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
ENGL-200	Speech*	C	3		
ENGL-	Literature World / African-Am Lit 1 (201 or 205)***	D	3		
MCOM-251 OR 300	Public Relations Writing OR Creative Advertising Techniques (formerly Adv. Copywriting****/(*))	C	3		
MCOM-280	Principles and Practices of Advertising	C	3		
ENGL 204 or 211	English Elective	D	3		
	Total Credits		15		

JUNIOR FALL SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
GLOB-395	Global Societies*	C	3		
ART	Art Elective 1 (108, 207 or 208)	C	3		
MCOM	Mass Comm Elective 2	C	3		
	Foreign Language I	D	3		
	Open Elective	D	3		
	Total Credits		15		

SENIOR FALL SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
MCOM-353	Public Opinion & Propaganda*	C	3		
MCOM-460	Sr. Capstone* or Open Elective	C	3		
MCOM	Mass Comm Elective 3	C	3		
ART	Art Elective 2 (108, 207 or 208)	C	3		

FRESHMAN SPRING SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
ENGL-102	English Composition II*	C	3		
MVSC-101	Lifetime Fitness and Wellness*	C	2		
MCOM-101	Writing in the Major* (formerly Comm Writing)	C	3		
MCOM-192	University Seminar II*	C	1		
	Natural Science Req. II	D	3		
	Arts Humanities Elective	D	3		
	Total Credits		15		

SOPHOMORE SPRING SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
ENGL-	Literature World / African-Am Lit 1l (202 or 206)***	D	3		
HIST-	History (101, 102, 201-205)***	D	3		
	Social Science Elective	D	3		
MCOM	Mass Comm Elective 1	C	3		
	Open Elective	D	3		
	Total Credits		15		

JUNIOR SPRING SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
MCOM-334	Media Research Techniques*	C	3		
MCOM-352	PR Mgmt. & Campaigns*	C	3		
MCOM-450	Internship*	C	3		
	Foreign Language II	D	3		
MCOM-351	Social Media and Analytics (formerly PR and the Net)	C	3		
	Total Credits		15		

SENIOR SPRING SEMESTER					
Course	Course Name	GRADE NEEDED TO PASS	CR	SEM	GRADE
MCOM-407	Media Law and Ethics*	C	3		
MCOM-460	Senior Capstone* or Open Elective	C	3		
	Open Elective	D	3		
	Open Elective	D	3		

Open Elective	D	3				Open Elective	D	2		
Total Credits		15				Total Credits		14		

CREDITS REQUIRED FOR GRADUATION 120

Approved Mass Comm Electives

- MCOM 220 - Sports Broadcasting
- MCOM 336 - Digital Content Creation (formerly Online Journalism)
- MCOM 217 - Intro to Media Technology
- MCOM 209 - Organizational Communication
- MCOM 223 - Sound I
- MCOM 440 - Media Management
- MCOM 307 - Cinema and Society

NAME _____

D# _____

Approved Art Electives

- ART 108 - Survey of Macintosh Studio
- ART 207 - Computer Graphics
- ART 208 - Computer Imaging

Approved English Electives

- ENGL 204 - Linguistics
- ENGL 211 - Creative Writing

* General education required core courses, Mass Communications core and concentrations courses and Mass Communications electives require a "C" or better or course must be retaken.

** One of these courses (Literature or History) MUST be in the African American Experience.

Student are now required to take three (3) Mass Comm Electives outside of their concentration and two (2) Art Electives

The remainder of the open electives (those without an asterisks) must be taken OUTSIDE the department

Across-the-curriculum codes, all MCOM courses

A-t-C Outcome	Courses
Reading/Speaking/Listening (R/S/L)	MCOM208, MCOM261, MCOM215
Self-Evaluation (SE)	MCOM208, MCOM425
Wellness (W)	MCOM220,
Information Literacy (IL)	MCOM217, MCOM334
Computer Competency (CC)	MCOM334
Writing in Major - Outside the Capstone (WIM)	MCOM206, MCOM261, MCOM409
Quantitative Reasoning (QR)	MCOM334
Global Issues (GI)	MCOM208, MCOM407