

Bachelor of Arts in Mass Communication with an emphasis in Mass Media (B.A.)

Suggested Plan of Study

2011-2012 Catalog

Fall – Semester 1		Spring - Semester 2	
ENGL 1113 Composition I	3	ENGL 1123 Composition II	3
MATH 1023 College Algebra or MATH 1003 College Mathematics	3	Biological Sciences choice/Lab BSCI 1013/1011 or BIOL 1103/1101)	4
SPCH 1113 Introduction to Public Speaking	3	HS 1403 Personal and Community Health	3
*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II	3	*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II	3
MCOM 1003 Introduction to Mass Communication	3	Social Science Choice (PSYC 2003 or SOC 2003)	3
GSTD 1002 Freshman Seminar	2		
Total Semester Hours	17	Total Semester Hours	16
Fall – Semester 3		Spring - Semester 4	
Literature/Philosophy (ENGL 2213, ENGL 2223, PHIL 2403) (1)	3	Literature/Philosophy (ENGL 2213, ENGL 2223, PHIL 2403) (1)	3
Foreign Language	3-4	Foreign Language	3-4
Social Science Choice (PSYC 2003 or SOC 2003)	3	Humanities choice (ART 2013, HUM 2003, MUS 2013, THEA or Foreign Language)	3
MM 2003 Reporting and Writing for the Mass Media	3	Physical Science choice/Lab (CHEM 1013/1011, CHEM 1023/1021, CHEM 1133/1131, GEOL 1003/1001, PHSC 2023/2021, PHYS 2003/2001, or PHYS 2203/2201)	4
MPRO 2333 Fundamentals of Digital Cinema	3	Minor Elective or Upper Level Elective or Upper Level Mass Media Elective	3
Total Semester Hours	15- 16	Total Semester Hours	16- 17
Fall – Semester 5		Spring – Semester 6	
2 nd Year Foreign Language or ENGL 3103 Advanced Composition, or Upper Level Humanities (2)	3	2 nd Year Foreign Language or ENGL 3003 Advanced Professional Writing, or Upper Level Humanities (2)	3
Humanities choice (ART 2013, HUM 2003, MUS 2013, THEA 2003)	3	MM 4013 Publicity, Media and Campaigns	3
MM 4123 International Mass Media	3	Upper Level Mass Media Elective	3
MM 3103 Principles of Public Relations	3	ART 3353 Multimedia and Web Design I, or MIS 3003 Website Development for Business Commerce, or MPRO 3333 Intermediate Digital Cinema (3)	3
MKTG 3033 Principles of Marketing	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Total Semester Hours	15	Total Semester Hours	15
Fall – Semester 7		Spring - Semester 8	
MCOM 4003 Media Law and Ethics	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3	Minor Elective, Upper Level Elective, Upper Level Mass Media Elective	3
Total Semester Hours	15	Total Semester Hours	15

Total hours required for major – 124-127

(1) If a student chooses to take ENGL 3003, they must take ENGL 2213 and ENGL 2223 first.

(2) Upper-level humanities course with a world studies or international focus. Courses may be selected from the areas of art, English, history, foreign language, or political science with the approval of the advisor.

A minor is not required, but recommended.

(3) Students and advisors should be aware of any course prerequisites before selecting any of these courses)

*Note: Must have six hours of history. Three hours must be World History I or II and three hours of U.S. History I or II.