

**BACHELOR OF SCIENCE DEGREE  
ADVERTISING AND MASS COMMUNICATION  
Multimedia Production Concentration**

**2014-2016**

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**General Education Core Curriculum**

**Communication (6 hours) (code 010)**

\_\_\_ ENG 1310 (College Writing I) and \_\_\_ ENG 1320 (College Writing II)

**Mathematics (3 hours) (code 020)**

**Select one course from the following:**

\_\_\_ MATH 1312 (College Statistics and Algebra)    \_\_\_ MATH 1315 (College Algebra)  
\_\_\_ MATH 1317 (Plane Trig.)    \_\_\_ MATH 1319 (Math for Business and Econ. I)  
\_\_\_ MATH 1329 (Math for Business and Econ. II)    \_\_\_ MATH 2321 (Calculus for Life Sciences I)  
\_\_\_ MATH 2417 (Pre-Calculus)    \_\_\_ MATH 2471 (Calculus)

**Natural Science (6 hours) (code 030)**

**Select two courses from the following:**

\_\_\_ ANTH 2414 (Biological Anthropology)    \_\_\_ GEO 1305 (Meteorology)  
\_\_\_ BIO 1320 (Modern Biology I)    \_\_\_ BIO 1421 (Modern Biology II)  
\_\_\_ BIO 1330 (Functional Biology I)    \_\_\_ BIO 1331 (Organismal Biology)  
\_\_\_ CHEM 1310 (Intro. for non-science majors)    \_\_\_ CHEM 1430 (Chem. for non-science majors.)  
\_\_\_ CHEM 1341 (Gen. Chem. I)    \_\_\_ CHEM 1342 (Gen. Chem. II)  
\_\_\_ GEOL 1410 (Physical Geology)    \_\_\_ GEOL 1420 (Historical Geology)  
\_\_\_ PHYS 1310 (Elem. Physics I)    \_\_\_ PHYS 1320 (Elem. Physics II)  
\_\_\_ PHYS 1340 (Astronomy)    \_\_\_ PHYS 1350 (Astronomy)  
\_\_\_ PHYS 1315 (General Physics I)    \_\_\_ PHYS 1325 (General Physics II)  
\_\_\_ PHYS 1430 (Mechanics)    \_\_\_ PHYS 2425 (Electricity & Magnet)

**Language, Philosophy, and Culture (3 hours) (code 040)**

\_\_\_ PHIL 1305 (Philosophy and Critical Thinking) or \_\_\_ PHIL 1320 (Ethics and Society)

**Creative Arts (3 hours) (code 050)**

Select one course from: \_\_\_ ART 2313 or \_\_\_ DAN 2313 or \_\_\_ MU 2313 or \_\_\_ TH 2313 (Introduction to Fine Arts)

**American History (6 hours) (code 060)**

\_\_\_ HIST 1310 (American History before 1865) and \_\_\_ HIST 1320 (American History after 1865)

**Political Science (6 hours) (code 070)**

\_\_\_ POSI 2310 (Principles of American Govt.) and \_\_\_ POSI 2320 (Functions of American Govt.)

**Social and Behavioral Sciences (3 hours) (code 080)**

**Select one course from:**

\_\_\_ ANTH 1312 (Cultural Anthropology)    \_\_\_ ECO 2301 (Principles of Economics)    \_\_\_ SOCI 1310 (Introduction to Sociology)  
\_\_\_ ECO 2314 (Principles of Microeconomics)    \_\_\_ GEO 1310 (World Geography)    \_\_\_ PSY 1300 (Introduction to Psychology)

**Texas State Component (6 hours) (code 090)**

\_\_\_ COMM 1310 (Fundamentals of Human Communication)

**And select one course from:**

\_\_\_ ENG 2310 (British Lit. before 1785)    \_\_\_ ENG 2330 (World Lit before 1600)    \_\_\_ ENG 2359 (American Lit. before 1865)  
\_\_\_ ENG 2320 (British Lit. since 1785)    \_\_\_ ENG 2340 (World Lit. since 1600)    \_\_\_ ENG 2360 (American Lit. since 1865)

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**Support Courses**

\_\_\_ Additional Math, Natural Science or Computer Science Requirement (not MATH 1316) (3 hours)

**Statistics (3 hours)**

\_\_\_ SOCI 3307 (Statistics for Behavioral Sciences) or any other approved statistics course.

**Additional Sophomore Literature (3 hours)**

**Select one course from:**

\_\_\_ ENG 2310 (British Lit. before 1785)    \_\_\_ ENG 2330 (World Lit before 1600)    \_\_\_ ENG 2359 (American Lit. before 1865)  
\_\_\_ ENG 2320 (British Lit. since 1785)    \_\_\_ ENG 2340 (World Lit. since 1600)    \_\_\_ ENG 2360 (American Lit. since 1865)

**Minor Component**

*Updated 4.15.14*

A minor must be selected with any B.S. degree. The minor must be chosen from outside the School of Journalism and Mass Communication. See your undergraduate catalog or school advisor for a list of approved minors. SJMC majors cannot minor in Journalism or Mass Communication.

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### Major Component (40 hours)

#### Core Courses in Mass Communication (12 hours)

- MC 1301 (Introduction to Mass Communication)
- MC 1313 (*Writing for the Mass Media*)
- MC 4301 (*Media Law & Ethics*)
- MC 4381 (Fundamentals of Digital and Online Media)

#### Advertising (15 hours)

- MC 3367 (Principles of Advertising)
- MC 3372 (*Advertising Media Planning*)
- MC 4316G (*Advertising Copywriting & Layout I*)
- MC 4317 (*Account Planning*)
- MC 4307 (*Advertising Campaigns*)

#### Multimedia Production Concentration (9 hours)

- MC 3319 (*Visual Communication*)

#### Select two courses from:

- MC 3311 (*Video Production*)
- MC 3390 (*Media Design*)
- MC 4356I (*Visual Storytelling*)
- MC 3312 (*Television News*)
- MC 4312 (*Photojournalism*)

#### 3 hours of advanced MC electives

- MC 33\*\*-43\*\*

#### Select one Media Performance course (1 hour):

- MC 2111 (*Media Practicum*)
- MC 4130 (*Internship*)
- MC 1100A (Careers in Media)
- MC 1100B (Grammar for Journalists)
- MC 1100C (*Seminar in Sports Broadcasting*)

*\*Italicized courses have prerequisites.*

*\*Students cannot receive more than six credit hours for all internships.*

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### Open Elective Component

The University requires a minimum of **120 hours to graduate**. Of these hours **36 must be advanced**. If these minimum requirements are not met after the completion of the general education, support courses, major and minor course requirements, and any open elective(s) the student may already have, then the student will use open elective(s) to reach the requirements for graduation.

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At least 72 hours of the total degree must be outside of MC courses.

This sheet is for advising purposes only. Once a student has met all requirements for full-major status, an application for an official degree audit will be processed. If you would like to schedule an advising appointment call (512) 245-1932.

*Updated 4.15.14*

