

**BACHELOR OF SCIENCE DEGREE
ADVERTISING AND MASS COMMUNICATION**

2012-2014

General Education Component

Communication (9 hours)

___ ENG 1310 (College Writing I) (code 010) and ___ ENG 1320 (College Writing II) (code 010)
___ COMM 1310 (Fundamentals of Human Communication) (code 011)

Mathematics (3-4 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 (*7-8 hours) (code 030 and/or 031) *See undergraduate catalog for rules on 7 hours option for natural science.

Select two courses from the following:

___ ANTH 2414 (Biological Anthropology) ___ GEO 1305 (Meteorology) and GEO 1105 (Lab)
___ BIO 1320 (Modern Biology I) ___ BIO 1421 (Modern Biology II)
___ BIO 1330 (Functional Biology I) & BIO 1130 (Lab) ___ BIO 1331 (Organismal Biology) & BIO 1131 (Lab)
___ CHEM 1310 (Intro. for non-science majors) ___ CHEM 1430 (Chem. for non-science majors.)
___ CHEM 1341 (Gen. Chem. I) & CHEM 1141 (Lab) ___ CHEM 1342 (Gen. Chem. II) & CHEM 1142 (Lab)
___ GEOL 1410 (Physical Geology) ___ GEOL 1420 (Historical Geology)
___ PHYS 1310 (Elem. Physics I) ___ PHYS 1320 (Elem. Physics II) ___ PHYS 1110 (Lab)
___ PHYS 1340 (Astronomy) ___ PHYS 1350 (Astronomy) ___ PHYS 1140 (Lab)
___ PHYS 1315 (General Physics I) & PHYS 1115(Lab) ___ PHYS 1325 (General Physics II) & PHYS 1125 (Lab)

Humanities and Visual and Performing Arts (9 hours)

Sophomore Literature (3 hours)

Select a course from: (code 040)

___ 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)

Select one course from: (code 041) ___ PHIL 1305 (Philosophy and Critical Thinking) or ___ PHIL 1320 (Ethics and Society)

Select one course from: (code 050) ___ ART 2313 or ___ DAN 2313 or ___ MU 2313 or ___ TH 2313 (Intro. to Fine Arts)

Social and Behavioral Sciences (15 hours)

___ HIST 1310 (American History before 1865) and ___ HIST 1320 (American History after 1865) (code 060)
___ POSI 2310 (Principles of American Govt.) and ___ POSI 2320 (Functions of American Govt.) (code 070)

Select one course from: (code 080)

___ 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 (3 hours) (code 090)

___ US 1100 (University Seminar) ___ PFW (Physical Fitness and Wellness)

Support Courses:

___ 3-4 hours of additional Math, Natural Science or Computer Science Requirement (not MATH 1316)

Statistics (3 hours)

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

Sophomore Literature (3 hours)

Select a course from: (code 040)

___ 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)

Updated 12/11/14

Minor Component

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.

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 4382S (Fundamentals of Digital and Online Media)

Advertising (15 hours)

___ MC 3367 (Principles of Advertising)
___ MC 4316G (*Advertising Copywriting & Layout I*)
___ MC 4316H (*Advertising Copywriting & Layout II*)
___ MC 3372 (*Advertising Media Planning*)
___ MC 4307 (*Advertising Campaigns*)

12 hours of advanced MC electives

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.*

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.

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 in the school office, OM 102. If you would like to schedule an advising appointment call (512) 245-2656.

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