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 1220 (College Writing II) (code 010)
__COMM 1310 (Fundamentals of Human Communication) (code 017)

Mathematics (3-4 hours) (code 029)
Select one course from the following:
__MATH 1312 (College Statistics and Algebra)
__MATH 1317 (Plane Trig.)
__MATH 1319 (Math for Business and Econ. I)
__MATH 1329 (Math for Business and Econ. II)
__MATH 2417 (Pre-Calculus)
__MATH 2471 (Calculus)

Natural Science (*2-8 hours) (code 060 and or 061) *See undergraduate catalog for rules on 7 hours option for natural science.
Select two courses from the following:
__ANTH 2294 (Biological Anthropology)
__BIO 1320 (Modern Biology I)
__BIO 1330 (Functional Biology I & BIO 1120 (Lab))
__BIO 1343 (Gen. Chem. I & CHEM 1141 (Lab))
__BIO 1410 (Physical Geology)
__CHEM 1341 (Gen. Chem. I & CHEM 1141 (Lab))
__CHEM 1410 (General Physics I & PHYS 1110 (Lab))
__PHYS 1340 (Astronomy)
__PHYS 1315 (General Physics I & PHYS 1110 (Lab))

Humanities and Visual and Performing Arts (9 hours)

Sophomore Literature (9 hours)
Select a course from: (code 060)
__ENG 2310 (British Lit. before 1785)
__ENG 2320 (British Lit. since 1875)
__ENG 2320 (World Lit. before 1600)
__ENG 2350 (American Lit. before 1865)
__ENG 2360 (American Lit. since 1865)

Select one course from: (code 061)
__PHIL 2365 (Philosophy and Critical Thinking)
__PHIL 2360 (Ethics and Society)
__ART 2313 or __DAN 2313 or __MU 2313 or __TH 2313 (Intro. to Fine Arts)

Social and Behavioral Sciences (15 hours)
Select a course from: (code 060)
__HIST 1310 (American History before 1865)
__HIST 1320 (American History after 1865) (code 060)
__HIST 2310 (Principles of American Govt.)
__PSY 1310 (Principles of Psychology)

Select one course from: (code 061)
__ANTH 1312 (Cultural Anthropology)
__ECO 2301 (Principles of Economics)
__ECO 2310 (Principles of Macroeconomics)
__GEO 1310 (World Geography)
__PSY 1300 (Introduction to Psychology)

Texas State Component (3 hours) (code 060)
__US 1100 (University Seminar)
__PHW (Physical Fitness and Wellness)

Support Courses:
__MATH 1315 (College Algebra)
__MATH 2322 (Calculus for Life Sciences I)
__MATH 2471 (Calculus)

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)

Care Courses in Mass Communication (12 hours)
__MC 1301 (Introduction to Mass Communication)
__MC 1313 (Writing for the Media)
__MC 4301 (Media Law & Ethics)
__MC 4375S (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 3374 (Media Planning)
__MC 4307 (Advertising Campaigns)

12 hours of advanced MC electives

Select one Media Performance course (1 hour):
__MC 2111 (Media Fractum)
__MC 4133 (Intership)
__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 02. If you would like to schedule an advising appointment call (512) 245-2650.

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Updated 12/11/14