BACHELOR OF SCIENCE DEGREE
ADVERTISING AND MASS COMMUNICATION
2012-2013 CATALOG

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 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)
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)
___PSI 2310 (Principles of American Govt.) and ___PSI 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)

*See undergraduate catalog for rules on 7 hours option for natural science.
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 (28 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 course from:
- MC 2111 (Media Practicum)
- MC 4130 (Internship)
- MC 1100A (Careers in Media)
- MC 1100B (Grammar for Journalists)

*Italicized courses have prerequisites.

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.

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. Pre-mass communication majors are required to be advised each semester prior to registration.

Academic Advisors: Harry Bowers, hb05@txstate.edu & Kathleen Ransleben, mh67@txstate.edu
www.masscomm.txstate.edu