

# School of Journalism and Mass Communication

Advertising, Electronic Media, Journalism,  
Public Relations

TEXAS  STATE<sup>®</sup>  
UNIVERSITY

*The rising STAR of Texas*

# Your Academic Advisors\*

College of Fine Arts and Communication Advising Center  
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Please include your first and last name and student ID number in your emails and messages!

\*Primary MC Advisors. Other center advisors assist as needed.

# School of Journalism and Mass Communication (SJMC)

**Old Main 102**

**512-245-2656**

**Harry Bowers, Assistant Director**

[hb05@txstate.edu](mailto:hb05@txstate.edu)

- Review of MC transfer coursework if needed
- MC course enrollment coordinator (closed sections, class issues, etc.)
- SJMC study abroad coordinator
- Academic advising for specific populations

**Chuck Kaufman, Internship, Scholarship and Career Development Coordinator**

[ck17@txstate.edu](mailto:ck17@txstate.edu)

- Internship Assistance
- SJMC (not university-wide) Scholarship Assistance

# Who is a pre-major?

- Wants to graduate with MC degree
- Does not yet meet SJMC admission requirements
- Is part of school, but in a temporary major
- May be required to be advised before registration
- Limited class selection

# How do I get to full-major status?

- “C” or better in ENG 1310
- “C” or better in MC1301
- “C” or better in ENG 1320
- Overall 2.5 GPA
- “C” or better in COMM 1310
- Have at least 30 completed hours
- Pass the Grammar, Usage, and Punctuation (PUG) Test or earn a “C” or better in MC 1100B

# Grammar Usage and Punctuation (PUG) Test

- Computerized
- 50 questions
- 60 minutes
- Tutoring available at Writing Center
- Practice tests online
- Try to pass by end of first semester or earn a “B or higher” in MC 1100B instead of the PUG test.

# General Education Core Curriculum

## **010 Communication (2 courses)**

ENG 1310 College Writing I

ENG 1320 College Writing II

## **020 – Mathematics (1 course)**

MATH 1312 – College Statistics and Algebra

MATH 1315 – College Algebra

MATH 1317 – Plane Trigonometry

MATH 1319 – Math for Business & Economics I

MATH 1329 – Math for Business & Economics II

MATH 2321 – Calculus for the Life Sciences I

MATH 2417 – Pre-Calculus Mathematics

MATH 2471 – Calculus I

# General Education Core Curriculum

## **030 Life and Physical Sciences (2 courses)**

ANTH 2414 – Biological Anthropology

BIO 1320 – Modern Biology I (for non-majors)

BIO 1421 – Modern Biology II (for non-majors)

BIO 1330 – Functional Biology

BIO 1331 – Organismal Biology

CHEM 1310 – Chemistry non-science majors

CHEM 1430 – Chemistry non-science majors

CHEM 1341 – General Chemistry I

CHEM 1342 – General Chemistry II

GEO 1305 – Meteorology

GEOL 1410 – Physical Geology

GEOL 1420 – Historical Geology

PHYS 1310 – Elementary Physics I

PHYS 1320 – Elementary Physics II

PHYS 1340 – Astronomy: Solar System

PHYS 1350 – Astronomy: Stars & Galaxies

PHYS 1315 – General Physics I

PHYS 1325 – General Physics II

PHYS 1430 – Mechanics & Heat

PHYS 2425 – Electricity & Magnetism



# General Education Core Curriculum

## **040 Language, Philosophy and Culture (1 course)**

PHIL 1305 – Philosophy & Critical Thinking

PHIL 1320 – Ethics & Society

## **050 Creative Arts (1 course)**

ART or DAN or MU or TH 2313 – Introduction to Fine Arts

## **060 – American History (2 courses)**

HIST 1310 – History of the US to 1877

HIST 1320 – History of the US since 1877

## **070 – Government/Political Science (2 courses)**

POSI 2310 – Principles of American Government

POSI 2320 – Functions of American Government

# General Education Core Curriculum

## **080 Social & Behavioral Sciences (*1 course*)**

ANTH1312 – Cultural Anthropology

ECO 2301 – Economics of Contemporary Issues

GEO1310 – World Geography

PSY 1300 – Introduction to Psychology

SOCI 1310 – Introduction to Sociology

## **90 – Institutional Option (*2 courses*)**

COMM 1310 Fundamentals of Human Communication

### ***(1 course)***

ENG 2310 – British Literature before 1785

ENG 2320 - British Literature since 1785

ENG 2330 – World Literature before 1600

ENG 2340 – World Literature since 1600

ENG 2359 – American Literature before 1865

ENG 2360 – American Literature since 1865

# Bachelor of Science Degree Support Courses

- 3-4 hours of additional Math, Natural Science, Computer Science Requirement (not MATH 1316)
- **SOCI 3307** (Statistics for Behavioral Sciences) or any other approved statistics course.
- Choose two sophomore English literature courses from:
  - \*ENG 2310/ 2320/ 2330/ 2340/ 2359/ 2360
  - \* Any course transferred in coded 040 can be used for one of these.

# Minor Component

All Mass Communication majors are required to have a minor regardless of degree type (not Mass Comm. or Journalism).

See your 2014-2016 Undergraduate Catalog for a list of minors.

# Mass Communication Major Component

# Mass Communication Core Courses

MC 1301 (Intro. to Mass Communication)

MC 1313 (*Writing for Mass Media*)

MC 4301 (*Media Law & Ethics*)

MC 4381 (Fundamentals of Digital and Online Media)

# Bachelor of Science Degree

## Mass Communication Majors

Advertising

Electronic Media

Journalism

Public Relations



# Advertising

- MC 3367 (Advertising)
- MC 3372 (*Advertising Media Planning*)
- MC 4316G (*Advertising, Copywriting & Layout I*)
- MC 4317 (*Account Planning*)
- MC 4307 (*Advertising Campaigns*)
- 12 hours of advanced MC electives
- 1 course from: *MC 1100A, 1100B, 1100C, 1100D, 2111, 4130*

# Electronic Media

- MC 3306 (*Writing for Electronic Media*)
- MC 3311 (*Video Production*)  
or MC 4356I (*Visual Storytelling*)
- MC 3312 (*TV News*)
- MC 3394 (*Management of Electronic Media*)
- 3 hours from: MC3307/ MC3310/ MC3375/  
*MC 4356 I/ MC 4330/MC 4357*
- 12 hours of advanced MC electives
- 1 course from: *MC 1100A, 1100B, 1100C, 1100D, 2111, 4130*

# Journalism

- MC 3321 (*News & Reporting I*)
- MC 3383 (*Editing for Clear Comm.*)
- MC 4321 (*News & Reporting II*)
- MC 3390 (*Media Design*) or MC 4315 (*Web Design & Publishing*)
- MC 4386 (*Journalism Project*)
- 12 hours of advanced MC electives
- 1 course from: *MC 1100A, 1100B, 1100C, 1100D, 2111, 4130*

# Public Relations

- MC 3343 (Intro to PR)
- MC 3360 (*Research Methods in MC*)
- MC 3383 (*Editing for Clear Communication*)
- MC 4313 (*Writing for PR*)
- MC 4320 (*PR Campaigns*)
- 12 hours of advanced MC electives
- 1 course from: *MC 1100A, 1100B, 1100C, 1100D, 2111, 4130*

# Mass Communication Concentrations

Any student pursuing a B.S degree in the School of Journalism and Mass Communication may elect to add a concentration. Students who elect to add a concentration can apply the 9 hour concentration towards the 12 hours of advanced MC electives required of the B.S. degree.

## Digital Media (9 hours)

- MC 4315 – Web Design Publishing
- 6 hours from:
- MC 3390 – Media Design
  - MC 4356H – Multimedia Journalism
  - MC 4356I – Visual Storytelling
  - MC 4382T – Coding and Data Skills for Communicators

## Multimedia Production (9 hours)

- MC 3319 – Visual Communication
- 6 hours from:
- MC 3311 – Video Production
  - MC 3312 – TV News
  - MC 3390 – Media Design
  - MC 4312 – PhotoJournalism
  - MC 4356I – Visual Storytelling

# Bachelor of Arts Degree Mass Communication (General)

- MC 3355 (Mass Media and Society)
- MC 3360 (*Research Methods in PR*)
- MC 3383 (*Editing for Clear Communication*)
- MC 4305 (*Theories of Mass Communication*)
- Choose one from: MC 3319, MC 3311, MC 3390, MC4304, MC 4309, MC 4312, MC 4315
- 6 hours of advanced MC courses

# Graduation Requirements

1. You need a minimum of 120 hours to graduate
2. You need a minimum of 36 advanced hours to graduate (33\*\* - 43\*\*)
3. Minimum 2.0 Texas State GPA, 2.25 major GPA, 2.0 minor GPA
4. 72 hours of the degree must be outside of Mass Communication (MC prefix) courses

# Excessive Hours

- Once you hit 30 or 45 cumulative hours (since you first started school) above the minimum degree requirements, you will be charged **additional fees.**
- Magic number is 150 or 165 **ATTEMPTED** hours
- Attempted hours **includes** “W” and repeated courses
- Anyone who started college courses before Fall of 1999 is exempt
- See your 2014-2016 catalog for full disclosure.



# Course Repeat Fee

- The third time you take a course, at Texas State, you will be charged out of state tuition.
- This includes Repeats and Withdrawals
- Developmental courses, and courses repeatable for credit are exempt from this rule.
- See your 2014-2016 catalog for full disclosure.

# You are here not just to get an education, but to build a *Resume...*

- Internships

*Chuck Kaufman, Internship Coordinator*

[ck17@txstate.edu](mailto:ck17@txstate.edu)

*Internship Homepage*

<http://www.masscomm.txstate.edu/resources/internship.html>

- Job Shadowing

*Career Services-LBJ 5<sup>th</sup> floor*

- Student Organizations

*CASO-LBJ 4<sup>th</sup> floor*

*[www.lbjsc.txstate.edu/caso/](http://www.lbjsc.txstate.edu/caso/)*

# Internships: See **YOUR** Future

- Build Professional Skills:  
*technical skills, design, social media*
- Focus on doing well in the classroom
- Gain experience on and off campus
- Network with like-minded students
- Get involved in media, organizations
- Watch ppt. tutorial on Web page

## *Internship Homepage*

<http://www.masscomm.txstate.edu/resources/internship.html>

## *Are internships required?*

Not as a required course, but they are **essential** to

- Giving yourself real-world experience.
- Networking with peers and professionals.
- Making yourself competitive when looking for a job.

You are entitled to up to six hours  
of course credit for internships.

# Our Student Organizations

## **Ad Club**

**AAF** (American Advertising Federation)

**Association of Hispanic Journalists at Texas State**

**AWC** (Association of Women in Communication)

**TXST Broadcasting Society**

**Bobcat Promotions**

**Latino Communication Association**

**PRSSA** (Public Relations Student Society of America)

**SEPA** (Student Event Planners Association)

**Social Media Club**

**SPJ** (Society of Professional Journalists)

# Student Media

**KTSW 89.9** *The other side of Radio*

*Old Main 106*

**University Star** *University Newspaper*

*Trinity*

**LEADS** *School Newsletter*

[www.masscomm.txstate.edu](http://www.masscomm.txstate.edu)