School of Journalism and Mass Communication

Advertising, Electronic Media, Journalism, Public Relations

TEXAS STATE 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
• 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
• 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 ENG 1320
- “C” or better in COMM 1310
- “C” or better in MC 1301
- Overall 2.5 GPA
- 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, MC 4304, 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

  Internship Homepage
  http://www.masscomm.txstate.edu/resources/internship.html

• Job Shadowing
  Career Services-LBJ 5th floor

• Student Organizations
  CASO-LBJ 4th floor
  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