School of Journalism and Mass Communication

Advertising, Digital Media Innovation, Electronic Media, Journalism, Mass Communication, Public Relations

TEXAS STATE UNIVERSITY
The rising STAR of Texas
Academic Advisors

College of Fine Arts and Communication Advising Center
OM 118, 512-245-1932
Fineartsadvisingcomm@txstate.edu

Please include your first and last name and student ID number in your emails and messages!

www.advising.finearts.txstate.edu
Who is pre-major status?

- All new students
- 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
- Juniors and Seniors who are pre-major may want to identify an alternative major
How do I attain full-major status?

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

* Due to the sequential order of MC courses, once a student reaches full-major status it may take two calendar years to complete degree requirements which may cause a delay in your anticipated graduation date.
Punctuation, Usage and Grammar (PUG) Exam

• Exam is administered by the Testing Center, www.txstate.edu/trec

• Tutoring & practice tests available through the Writing Center & SLAC

• Students should pass by end of first semester or earn a “C or higher” in MC 1100B instead of the PUG exam

• The PUG exam is 50 questions, which you have 60 minutes to make a score of 35 or higher
 Degrees

Bachelor of Science Degree

• Advertising
• Digital Media Innovation
• Electronic Media
• Journalism
• Public Relations

* The B.S. degrees requires a Media Performance for 1-hour

Bachelor of Arts Degree

• Mass Communication

* The B.A. degree requires 4-semesters of the same foreign language
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 & Online Media

All courses require a letter grade of a “C” or better

*Requires Full Major Status
Bachelor of Science Degree Support Courses

- 3-4 hours of additional Math, Natural Science, Computer Science Requirement (MATH 1316 cannot be applied in this degree)

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

- English literature course (in addition to core) from: ENG 2310/2320/2330/2340/2359/2360
Bachelor of Arts Degree in Mass Communication

- 4 semesters of the same Foreign Language (1410, 1420, 2310 & 2320)

- SOCI 3307, Statistics for Behavioral Sciences, or any other approved statistics course.

- English literature course, in addition to core, from: ENG 2310/ 2320/ 2330/ 2340/ 2359/ 2360
Minor Component

All Mass Communication majors are required to have a minor.

See the Undergraduate Catalog for list of minors, http://mycatalog.txstate.edu/undergraduate/minors
Foreign Language Proficiency

Students are required to demonstrate that they have competency in foreign language by:

- A placement exam or CLEP
- Two years of the same foreign language in high school or two semesters of the same foreign language in college.
- Transfer students who have met this requirement via their high school work should submit their high school transcript for credit. Please submit this transcript as soon as possible in case a hold a placed on your account.

*Some degrees may have additional foreign language requirements for graduation.*
Mass Communication Concentrations

Students pursing a B.S degree in the SJMC may elect to add a concentration. The concentration will use 9 hours from the 12 hours of MC electives required in the B.S. degree.

**Digital Media (9 hours)**
- MC 4315 – Web Design Publishing

6 hours from:
- MC 3390 – Media Design
- MC 4323 – Multimedia Journalism
- MC 4324 – Visual Storytelling
- MC 4325 – Coding and Data Skills for Communicators

*Digital Media Innovation majors may not add a Digital Media concentration.*
Mass Communication Concentrations

Students pursuing a B.S degree in the SJMC may elect to add a concentration. The concentration will use 9 hours from the 12 hours of MC electives required in the B.S. degree.

**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 – Photo Journalism
- MC 4324 – Visual Storytelling
Mass Communication Concentrations

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**Sports Media (9 hours)**

- MC 4329 – Visual Communication

6 hours from:

- MC 4312 – Photo Journalism
- MC 4324 – Visual Storytelling
- MC 4325 – Coding and Data Skills for Communicators
- MC 4330 – Internship
- MC 4331 – Strategic Sports Communication
- MC 4357 – Sports as News
Graduation Requirements

• A minimum of 120 hours to graduate

• A minimum of 36 advanced hours to graduate (33** - 43**), 24 of these hours must be completed at Texas State

• A Minimum 2.0 Texas State GPA, 2.25 major GPA, 2.0 minor GPA

• 72 hours of the degree must be outside of Mass Communication (MC prefix) courses
Excessive Hours

- Once you hit 30 cumulative hours, since you first started school, above the minimum degree requirements, you will be charged **additional fees**.
- Magic number is 150 **ATTEMPTED** hours
- Attempted hours **includes** “W” and repeated courses
- See the Undergraduate 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 the Undergraduate catalog for full disclosure.
Family Educational Rights and Privacy Act (FERPA)

- **FERPA is a federal law that protects the privacy of a student’s educational records and guarantees student’s access to their own records.**

- At the K-12 level, parents have the right to inspect and review their children’s education records. But when a student enters the university at any age, these FERPA rights transfer to the student. However, FERPA clearly provides ways in which the University may share the student’s directory and non-directory information with his or her parents.

- Students may complete a FERPA form with the appropriate information on it and submit it to their academic advisor.

- [http://www.registrar.txstate.edu/persistent-links/ferpa](http://www.registrar.txstate.edu/persistent-links/ferpa)
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](http://www.masscomm.txstate.edu/resources/internship.html)

Internships are not required, 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 through MC 4130, MC 4230 and MC 4330 with approval of SJMC Internship Coordinator.
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

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
Trinity Building

University Star University Newspaper
Trinity Building

Bobcat Promotions
https://bobcatpromotions.com

Bobcat Update
www.masscomm.txstate.edu/bobcatupdate/bobcatupdate.htm