

**PLAN OF STUDY FOR BA IN MASS COMMUNICATION
ADVERTISING/PUBLIC RELATIONS CONCENTRATION
(AS OF FALL 2021)**

NAME: _____

STUDENT ID#: _____

DATE: _____

CATALOG: _____

ANTICIPATED GRADUATION DATE (SEMESTER/YEAR): _____

General Education Core Requirements – 42 hours

| | | |
|--|---|--|
| Communication | | Mathematics |
| 6 hrs. from: ___ ENGL 1301 (C or higher required) ___ ENGL 1302 (C or higher required) ___ ENGL 133H* <small>*Honors course, see advisor</small> | 3 hrs. from: ___ PORT 1311 ___ PORT 1312 ___ FREN 1311 ___ SPAN 1311 ___ FREN 1312 ___ SPAN 1312 ___ GERM 1311 ___ SGNL 1301 ___ GERM 1312 ___ SGNL 1302 Proficiency in a foreign language through SFA's 1311 courses or one semester of any single language. May satisfy requirement with one semester of American Sign Language. | 3 hrs from: ___ MATH 1332** ___ MATH 1314 ___ MATH 1324 ___ MATH 1342 ___ MATH 2313* <small>*The fourth hour for this course must be counted in the student's electives. **Recommended math for LAA majors.</small> |
| 3 hrs. from Oral Communication Skills component: ___ SPCH 1315 ___ SPCH 1318 ___ SPCH 2333 | | |

Life and Physical Sciences (Lab hours are counted in the electives.)

6 hrs. from:

| | | | | | | | |
|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|
| ___ ASTR 1303 | ___ BIOL 1307 | ___ BIOL 2381 | ___ CHEM 1305 | ___ ENVR 1301 | ___ GEOL 1304 | ___ PHYS 1305 | ___ PHYS 2325 |
| ___ BIOL 1308 | ___ BIOL 2361 | ___ BIOL 2301 | ___ CHE M 1311 | ___ GEOL 1301 | ___ PHYS 1301 | ___ PHYS 1307 | ___ PHYS 2326 |
| ___ BIOL 1309 | ___ BIOL 1313 | ___ CHEM 1371 | ___ CHEM 1312 | ___ GEOL 1303 | ___ PHYS 1302 | ___ PHYS 1310 | ___ HORT 1231 |

| | |
|---|--|
| Creative Arts | Language, Philosophy, & Culture |
| 3 hrs. from: ___ ARTS 1301 ___ MUSI 1306 ___ DRAM 2366 ___ ARTS 1303 ___ MUMH 1307 ___ ARTS 1304 ___ DRAM 1310 ___ DANC 2303 | 3 hrs. from: ___ ENGL 2341 ___ ENGL 2322 ___ ENGL 2335 ___ HIST 2311 ___ ENGL 2309 ___ ENGL 2323 ___ PHIL 1301 ___ HIST 2312 ___ ENGL 2332 ___ ENGL 2327 ___ PHIL 1304 ___ HIST 2321 ___ ENGL 2333 ___ ENGL 2328 ___ PHIL 2306 ___ HIST 2322 |

| | | |
|--|--|---|
| American History | Government & Political Science | Social & Behavioral Science |
| 6 hrs. ___ HIST 1301 ___ HIST 1302 | 6 hrs. ___ GOVT 2305 ___ GOVT 2306 | 3 hrs. from: ___ ANTH 2351 ___ GEOG 1303 ___ MCOM 1307 ___ ECON 2301 ___ PSYC 2301 ___ ECON 2302 ___ SOCI 1301 |

College Requirements:
 6-9 hrs. from foreign language proficiency through the SFA 2312 level (SGNL 2302 for American Sign Language)

3 hrs. from Humanities component:
 ___ ENGL 2341 ___ ENGL 2332 ___ ENGL 2322 ___ ENGL 2327 ___ PHIL 1301 ___ HIST 2311 ___ HIST 2321
 ___ ENGL 2309 ___ ENGL 2333 ___ ENGL 2323 ___ ENGL 2328 ___ PHIL 2306 ___ HIST 2312 ___ HIST 2322
 Must have a different prefix than that selected in Language, Philosophy, & Culture above.

TO GRADUATE: 120 HOURS (at least 42 semester hours of work in residence at SFA)
 ___ 33 ADVANCED HOURS, 30 AT SFA
 ___ 6 HOURS OF WRITING ENHANCED COURSES: _____

| | |
|--------------------------|--------------|
| Student: | Date: |
| Advisor: | Date: |
| Minor Advisor: | Date: |
| Department Chair: | Date: |

MASS COMMUNICATION MAJOR (36 hours, 18 advanced with at least 12 adv. hours at SFA)

| | |
|---|--|
| Required Courses | |
| <input type="checkbox"/> MCOM 1307 Survey of Mass Communication <input type="checkbox"/> MCOM 2311 Media Writing (WE) <input type="checkbox"/> MCOM 3306 Media Law (Advanced Standing) <input type="checkbox"/> MCOM 4306 Media Ethics (Advanced Standing) | |
| ADVERTISING/PUBLIC RELATIONS CONCENTRATION: | |
| Required Concentration Courses | |
| <input type="checkbox"/> MCOM 2351 Introduction to Social Media <input type="checkbox"/> MCOM 2327 Advertising Principles <input type="checkbox"/> MCOM 2330 Public Relations Principles <input type="checkbox"/> MCOM 4370 Strategic Adv. & PR (2327 & 12330) | |
| Advertising/Public Relations Electives (Choose 4): | |
| <input type="checkbox"/> MCOM 3308 Advertising Cases and Campaigns <input type="checkbox"/> MCOM 3377 Graphic Design for Media <input type="checkbox"/> MCOM 3381 Public Relations Writing <input type="checkbox"/> MCOM 3382 Public Relations Case Studies <input type="checkbox"/> MCOM 3383 Public Relations Campaigns <input type="checkbox"/> MCOM 4301 Topics in Media (approved by advisor) <input type="checkbox"/> MCOM 4309 Media Sales <input type="checkbox"/> MCOM 4351 Advert. & Promotion for Social Media <input type="checkbox"/> MCOM 4355 Media and Politics <input type="checkbox"/> MCOM 4365 Meet the Media <input type="checkbox"/> MCOM 4371 Advertising Media Planning <input type="checkbox"/> MCOM 4375 Topics in Public Relations <input type="checkbox"/> MCOM 4376 Public Relations Audiences & Analysis <input type="checkbox"/> MCOM 4378 Advanced Advertising I <input type="checkbox"/> MCOM 4379 Advanced Advertising II <input type="checkbox"/> MCOM 4380 Media Internship <small>Deviation from concentration electives listed must be approved by the department chair in writing.</small> | |

MINOR OUTSIDE OF MAJOR (18-23 hours, 9 advanced with at least 6 advanced at SFA)

or

ADDITIONAL MASS COMM ELECTIVES (12 hrs-9 of 12 hrs. must be advance-as approved by advisor)

| | |
|---|-------|
| Minor or Additional Mass Media Electives: | |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

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|---|-------|
| ELECTIVE COURSES (Additional courses chosen to complete 120 hour degree) | |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

You may transfer a maximum of 66 hrs. & 4 hrs. of activity from a junior/community college.

You may earn no more than 30 hrs. of credit from the College of Business.

This is not a contract binding the University to offer a given course at any given time. Arrangements concerning the scheduling of courses will be made between the student and the advisor based on the information at hand. These arrangements will not be binding on the student or the University.