

General Requirements

- The general education core curriculum courses are listed in the degree plan below along with the statewide component code number. See the General Education Core Curriculum (<http://mycatalog.txstate.edu/undergraduate/general-education-core-curriculum/>) section of this catalog for the Texas State requirements and options in the core curriculum, including Honors courses.
- All students seeking B.S. or B.A. degrees within the School of Journalism and Mass Communication must complete ENG 1310, ENG 1320 and COMM 1310 or their equivalent courses to meet degree requirements. Most students will meet these requirements through their general education core curriculum.
- In addition to the general education core curriculum, this major requires three hours of English literature, three hours of math/science/computer science courses and a minor.
- Students must select a minor from the approved list of Undergraduate Minors (<http://www.mycatalog.txstate.edu/undergraduate/minors/>).
- For transfer students, 12 semester credit hours (7 additional hour may also be acceptable at Texas State) may be transferred from a Texas public institution of higher education for the Communication Field of Study Sub-Area Advertising/Public Relations and be applied to the Bachelor of Science degree with a major in Advertising at Texas State University. More information about the Field of Study (<http://mycatalog.txstate.edu/undergraduate/general-information/academic-policies/texas-legislative-requirements/>) is available in the Academic Policies section of this catalog. The transferable Texas Common Course Number (TCCN) is listed below the Texas State University course number in the following course list. In some cases there are no direct equivalents for FOS courses, so the student would receive elective credit as indicated below with MC ELNA.

Code	Title	Hours
Competency Area 1 choose 9 hours from the following:		9
MC 1301	Introduction to Mass Communication TCCN: COMM 1307	
MC 3343	Introduction to Public Relations TCCN: COMM 2330	
MC 3367	Advertising TCCN: COMM 2327	
MC ELNA	TCCN: COMM 2300	
MC ELNA	TCCN: COMM 2301	
Competency Area 2 choose 3 hours from the following:		3
MC 1313	Media Writing TCCN: COMM 2311	
MC 3306	Writing for the Electronic Media TCCN: COMM 2339	
MC 3311	Video Production TCCN: COMM 1336	
MC 3321	News Writing and Reporting I TCCN: COMM 2315	
MC 3383	Editing and Managing Content TCCN: COMM 2305	

MC 4312 Photojournalism

TCCN: COMM 1318

MC ELNA

TCCN: COMM 1319

MC ELNA

TCCN: COMM 1337

MC ELNA

TCCN: COMM 2328

MC ELNA

TCCN: COMM 2329

MC ELNA

TCCN: COMM 2332

Total Hours 12

- All students in this degree program must earn a "C" or higher in each of three core courses in Mass Communication, which include:

Code	Title	Hours
MC 1301	Introduction to Mass Communication	3
MC 4301	Media Law and Ethics	3
MC 4342	Career Professionalism	3
MC 4381	Fundamentals of Digital and Online Media	3

- All students in this degree program must earn a "C" or higher in all prerequisite courses and in the following major courses:

Code	Title	Hours
MC 3367	Advertising	3
MC 3372	Advertising Media Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 4317	Advertising Strategic Planning	3
MC 4307	Advertising Campaigns	3
or MC 4306	Advertising Competition	
MC 4341	The Power of Brands	3

Select one of the following:

MC 4338	Advanced Advertising Creative	
MC 4339	Advanced Strategic Planning	
MC 4340	Advanced Media Strategy	

Course Requirements

	First Semester Hours	Second Semester Hours	Freshman
ENG 1310 (Communication Component Code 010 [TCCN ENGL 1301])	3	ENG 1320 (Communication Component Code 010 [TCCN ENGL 1302])	3
COMM 1310 (Component Area Option Code 090/091 [TCCN SPCH 1311])	3	MC 4381	3
Mathematics Component Code 020	3	ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component 050 [TCCN HUMA 1315])	3
POSI 2310 (Government/Political Science Component Code 070 [TCCN GOVT 2306])	3	POSI 2320 (Government/Political Science Component Code 070 [TCCN GOVT 2305])	3

MC 1301 (TCCN COMM 1307)	3 Social and Behavioral Sciences Component Code 080	3
US 1100	1	
	16	15

Sophomore

First Semester Hours	Second Semester Hours	
PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040 [TCCN PHIL 1301 or 2306])	3 MC 4317	3
MC 3367 Life and Physical Sciences Component Code 030	3 MC 4341	3
	3 ENG Literature (Component Area Option Code 090/094) [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3
SOCI 3307	3 Life and Physical Sciences Component Code 030	3
American History Component Code 060	3 American History Component Code 060	3
	15	15

Junior

First Semester Hours	Second Semester Hours	
Computer Science, Logic, Mathematics or Science ¹	3 MC 4338, 4339, or 4340	3
ENG Literature [TCCN ENGL 2322, 2323, 2332, 2333, 2327 or 2328]	3 MC 4342	3
MC 4333	3 MC Elective	3
MC 3372	3 Minor	6
Minor	3	
	15	15

Senior

First Semester Hours	Second Semester Hours	
MC 4307 or 4306	3 MC 4301	3
Minor	6 MC 3314, 3379, 4303, 4304, 4306, 4330, 4338, 4339, 4340, or 4349 ²	3
MC Advanced Elective	3 MC Advanced Elective	3
Free Electives	3 Minor	3
	Free Electives	1
	Media Performance	1
	15	14

Total Hours: 120

Code Title Hours

Media Performance

Choose 1 course from the following:

MC 1100S	Interviewing for Storytelling
MC 2111	Media Practicum
MC 3100	Grammar for Media Professionals
MC 3111	Drone Bootcamp
MC 3112	Social Media Analytics Platforms
MC 3113	3D Drone Modeling

MC 3114	Career Exploration: Destination America
MC 3115	Digital Media Tools and Skills
MC 3116	Digital Media Innovation Concepts
MC 3117	Freelancing for Media Professionals
MC 3118	Careers in Media
MC 3119	Fundamentals of Layout and Design
MC 3120	Editing and Enhancing Digital Imagery
MC 3121	TV Program Production
MC 3122	Search Engine Optimization Fundamentals
MC 4130	Internship

¹ Any mathematics course from the general education core curriculum Mathematics Component may be chosen except MATH 1316.

² MC 4306, MC 4338, MC 4339, and MC 4340 cannot double-dip with other degree requirements.