

General Requirements

1. 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.
2. 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.
3. 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.
4. Students must select a minor from the approved list of Undergraduate Minors (<http://www.mycatalog.txstate.edu/undergraduate/minors/>).
5. 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.

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
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6. 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

7. 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 4317	Advertising Strategic Planning	3
MC 4333	Creative Thinking & Advertising Concepting	3
MC 3372	Advertising Media Planning	3
MC 4307	Advertising Campaigns	3
or MC 4306	Advertising Competition	
MC 4341	The Power of Brands	3

Choose 1 course from the following:

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

Course Requirements

Freshman	Hours
COMM 1310 (Component Area Option Code 090/091)	3
ENG 1310 (Communication Component Code 010)	3
ENG 1320 (Communication Component Code 010)	3
Mathematics Component Code 020 ¹	3
US 1100	1
POSI 2310 (Government/Political Science Component Code 070)	3
POSI 2320 (Government/Political Science Component Code 070)	3
MC 1301	3
MC 4381	3

ART 2313, DAN 2313, MU 2313, or TH 2313 (Creative Arts Component Code 050)	3
Social and Behavioral Sciences Component Code 080	3

31**Sophomore****Hours**

ENG Literature (Component Area Option Code 090/094)	3
PHIL 1305 or 1320 (Language, Philosophy, and Culture Component Code 040)	3
MC 3367	3
MC 4317	3
Life and Physical Sciences Component Code 030	6
MC 4329	3
SOCI 3307	3
American History Component Code 060	6

30**Junior****Hours**

Computer Science, Logic, Mathematics or science ¹	3
ENG Literature	3
MC 4333	3
MC 3372	3
MC 4338, 4339, or 4340	3
Minor	9
Select six hours from the following:	6
MC 4330	
MC 4331	
MC 4362	
MC 4357	

30**Senior****Hours**

MC 4307 or 4306	3
MC 4301	3
MC 3314, 3379, 4303, 4304, 4306, 4330, 4338, 4339, 4340, or 4349	3
MC 4341	3
MC 4342	3
Choose 1 of the following:	1
MC 1100S	
MC 2111	
MC 3100	
MC 3111	
MC 3112	
MC 3113	
MC 3114	
MC 3115	
MC 3116	
MC 3117	
MC 3118	

MC 3119	
MC 3120	
MC 3121	
MC 3122	
MC 4130	
Minor	9
Free Electives	4
Total Hours: 120	29

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