

The minor in Mass Communication requires 18 semester credit hours and can be completed at the San Marcos Campus (M) or as an Accelerated Online Program (AOP).

Code	Title	Hours
Required Courses		
MC 1301 or MC 4302	Introduction to Mass Communication History of Mass Media	3
MC 3343	Introduction to Public Relations	3
MC 3319 or MC 4381	Visual Communication Fundamentals of Digital and Online Media	3
MC 3355 or MC 3375	Mass Media and Society Electronic Media as Entertainment	3
MC 3367 or MC 4303	Advertising International Advertising	3
Choose 3 hours from the following: (Course cannot be duplicated from above.)		3
MC 1301	Introduction to Mass Communication	
MC 3375	Electronic Media as Entertainment	
MC 4303	International Advertising	
MC 4308	Women and Minorities in the Media	
MC 4309	Visual Literacy: Film	
MC 4310	International Communication	
MC 4319	Latinas/Latinos and the Media	
MC 4322	Health Communication Campaigns	
MC 4381	Fundamentals of Digital and Online Media	
Total Hours		18