

Mass Communications
Public Relations and Advertising
2010



NAME _____

D# _____

Freshman Fall Semester					Freshman Spring Semester				
Course	Course Name	Cr	Sem.	Grade	Course	Course Name	Cr	Sem.	Grade
ENGL-101*	English Composition I	3			ENGL-102*	English Composition II	3		
MTSC-101	Survey of Math 1				SPSC-100	Lifetime Fitness and Wellness	2		
MCOM-191	University Seminar I	1			MCOM-101	Communications Writing	3		
MCOM-208	Intro to Mass Comm	3			MCOM-192	University Seminar II	1		
MCOM-218	Pub Rel Principles & Practices	3			xx-xxx	Natural Science Req. II	3		
xx-xx	Nat Sci Requirement 1	3			xx-xx	Arts Humanities Elective	3		
		Total Credits	16				Total Credits	15	
Sophomore Fall Semester					Sophomore Spring Semester				
Course	Course Name	Cr			Course	Course Name	Cr		
ENGL-200*	Speech	3			ENGL-	Literature World / African-Am Lit II (202 or 206)	3		
ENGL-	Literature World / African-Am Lit I (201 or 205)	3			HIST-	History (101, 102, 201-205)	3		
MCO M-251 or	Public Relations Writing Or Elective	3			xx-xx	Social Science Elective	3		
MCO M-280	Principles and Practices of Advertising	3			MCOM-281	Advertising Writing or Elective	3		
xx-xx	Elective	3				Elective	3		
		Total Credits	15				Total Credits	15	
Junior Fall Semester					Junior Spring Semester				
Course	Course Name	Cr			Course	Course Name	Cr		
GLOB-395	Global Societies	3			MCOM-334	Media Research Techniques	3		
xx-xxx	Open Elective	3			MCOM-342	Pub Rel Mgt and Campaigns	3		
xx-xxx	Open Elective	3			MCOM-450	Internship	3		
xx-xx	Foreign Language I	3			-	Foreign Language II	3		
xx-xx	Open Elective	3			MCOM-351	PR and the Net (formerly Advanced PR)	3		
		Total Credits	15				Total Credits	15	
Senior Fall Semester					Senior Spring Semester				
Course	Course Name	Cr			Course	Course Name	Cr		
MCO M-353	Public Opinion & Propaganda	3			MCOM-407 - *	Media Law and Ethics	3		
MCO M-460	Sr. Capstone or Elective	3			MCOM-460	Senior Capstone or Elective	3		
MCOM **	Mass Comm Elective	3			xx-xx	Open Elective	3		
xx-xx	Open Elective	3			xx-xx	Open Elective	3		
xx-xx	Open Elective	3			xx-xx	Open Elective	2		
		Total Credits	15				Total Credits	14	

In Bold -Must earn a grade of "C" or better or repeat the course

*Choice of PR Writing or Advertising Writing – student takes only one.

**Mass Comm Elective requires "C" or better and must be from approved list on back.

***"Open" Elective must be taken OUTSIDE Mass Comm Department.

**Total Credits:
120**

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Approved Electives

- Sports Broadcasting
- Online Journalism
- Intro to Documentary Filmmaking
- Intro to Media Technology
- Organizational Communication