The University of Texas RioGrande Valley

Bachelor of Arts (BA) **Mass Communication** Advertising and Public Relations

	! H	Course #	Course Title	_	_	Prerequisite	Additional Notes
	3	Choose 1	Communication (Core)	С	010	For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1301 or ENGL 1387 (H)
	3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1301 or HIST 1387 or HIST/MASC 2327
FALL	3	Choose 1	Creative Arts (Core)		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended
~	3	Choose 1	Mathematics (Core)	С	020	Satisfactory scores on Math portion of ACT test or TSI math exam or MATH 0314/0332/0342.	See General Education Core for course options.
EAF	! 3	COMM 1311	Introduction to Communication	С	090		Satisfies Core section 090 - Integrative and Experiential Learning
⊥		UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
IRS	15	Semester Total Hou	Irs				
LL I	3	Choose 1	Communication (Core)	с	010	For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1302 or ENGL 1388 (H) or ENGL 1305
SPRING	3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1302 or HIST 1388 or HIST/MASC 2328
SPR	3	COMM 1307	Introduction to Mass Communication	С			Satisfies Major-Specific Requirement.
0,	3	COMM 1315	Public Speaking	С			Satisfies Major-Specific Requirement.
	3	Choose 1	Social and Behavioral Sciences (Core)		080		See General Education Core for course options.
	15	Semester Total Hou	Irs				
	! H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
	3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2305 or POLS 2385 (H)
	4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
FALL	3	Choose 1	Language, Philosophy & Culture (Core)		040		See General Education Core for course options.
R F	! 3	COMM 1336	Television Production	С			Satisfies Major-Specific Requirement.
ΥEΔ	3	13XX-43XX	Minor or Free Elective				
<u> </u>	16	Semester Total Hou	irs	-			
SECO	3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2306 or POLS 2386 (H)
U	1	Choose 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.
SPRING	4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
SPI	! 3	COMM 3303	Writing for Mass Media	С			Satisfies Major-Specific Requirement.
	3	13XX-43XX	Minor or Free Elective	1			
	14	Semester Total Hou	Irs	1			

CORE: The 2017-2018 list of core courses can be found at: www.utrgv.edu > Academics > Undergraduate > General Education Core www.utrgv.edu/core

Symbols Key

Critical ('!'): sequence sensitive course. Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; English at the undergraduate level equivalent to a minimum of six credits. 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

2017-2018

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than

	!	H Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3 COMM 3333	Theories of Communication	С			Satisfies Major-Specific Requirement.
		3 COMM 3349	Multi-Media Storytelling	С			Satisfies Major-Specific Requirement.
=		3 COMM 3350	Research in Communication	С			Satisfies Major-Specific Requirement.
FAL		3 COMM 4313	Communication Law and Ethics	С			Satisfies Major-Specific Requirement.
EA		3 13XX-43XX	Minor or Free Elective				
	1	15 Semester Total Ho	ours				
HIR		3 COMM 4332	Visual Communication	С			Satisfies Major-Specific Requirement.
		3 COMM 3304	Advertising: Theory and Practice	С			Satisfies Major-Specific Requirement.
SPRING	!	3 COMM 3321	Public Relation: Theory and Practice	С			Satisfies Major-Specific Requirement.
SPR		3 33XX-43XX	Minor or Free Elective (Advanced)				
••		3 33XX-43XX	Minor or Free Elective (Advanced)				
	1	15 Semester Total Ho	ours				
	!	H Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3 13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
		3 COMM 4335	Creative and Media Strategies	с		COMM 3350 and either COMM 3304 or COMM 3321, or consent of instructor.	Satisfies Major-Specific Requirement.
FALL		3 COMM 43XX	Cluster Area	с			Public Relations: COMM 4322 (prerequisite COMM 3303 and COMM 3321) Advertising: COMM 4310
۳ ۲		3 COMM 33XX	Cluster Area	с			Public Relations: COMM 3327 Advertising: COMM 3353 (prerequisite COMM 1336)
EAI		3 33XX-43XX	Minor or Free Elective (Advanced)				
⊢ H	1	15 Semester Total Ho	purs				
OURT		3 COMM 43XX	Cluster Area	с			Public Relations: COMM 4322 (prerequisite COMM 3303 and COMM 3321) Advertising: COMM 4310
		3 COMM 4334	Communication Campaigns	С		COMM 3304 or COMM 3321, COMM 3350, COMM 4335, or consent of instructor.	Satisfies Major-Specific Requirement.
SPRING		3 COMM 33XX	Cluster Area	С			Public Relations: COMM 3305 (prerequisite COMM 3303) Advertising: COMM 3348
S		3 13XX-43XX	Free Elective				
		3 13XX-43XX	Free Elective				
		3 13XX-43XX	Free Elective				
	1	18 Semester Total Ho	purs				

Admission Requirements

COMM 1311 in the core within their first year.

Progression Requirements

All courses in the major require grade of "C" or better.

Graduation Requirements

In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV department of Writing and Language Studies, and/or to six credit hours of college-level language coursework.

120 TOTAL HOURS (48) TOTAL ADVANCED HOURS Approved: Revised: Tuesday, April 25, 2017

The University of Texas Rio Grande Valley

Bachelor of Arts (BA) Mass Communication Broadcast

				BIOAUCASI	Min			
	!	Н	Course #	Course Title	Min. Grade		Prerequisite	Additional Notes
		3	Choose 1	Communication (Core)	С		For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1301 or ENGL 1387 (H)
		3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1301 or HIST 1387 or HIST/MASC 2327
	FALL	3	Choose 1	Creative Arts (Core)		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.
~	<u> </u>	3	Choose 1	Mathematics (Core)	С		Satisfactory scores on Math portion of ACT test or TSI math exam or MATH 0314/0332/0342.	See General Education Core for course options.
EA		3	13XX-43XX	Free Elective				
ГΥ			UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
RS ⁻		15	Semester To	otal Hours				
E		3	Choose 1	Communication (Core)	С	010	For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1302 or ENGL 1388 (H) or ENGL 1305
	SPRING	3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1302 or HIST 1388 or HIST/MASC 2328
	PRI	3	Choose 1	Social and Behavioral Sciences (Core)		080		See General Education Core for course options.
	S !	3	COMM 1311	Introduction to Communication	с	090		Satisfies Core section 090 - Integrative and Experiential Learning
		3	COMM 1315	Public Speaking	С			Satisfies Major-Specific Requirement.
		15	Semester To	otal Hours				
	!	Н	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
		3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2305 or POLS 2385 (H)
		4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
	FALL	3	Choose 1	Language, Philosophy & Culture (Core)		040		See General Education Core for course options.
AR	F	3	COMM 1307	Introduction to Mass Communication	С			Satisfies Major-Specific Requirement.
YE/		3	COMM 1336	Television Production	С			Satisfies Major-Specific Requirement.
Ģ		16	Semester To	otal Hours				
SECOND		3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2306 or POLS 2386 (H)
05	сı	4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
	SIN	1	Choose 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.
	SPRING	3	13XX-43XX	Minor or Free Elective				
		3	33XX-43XX	Minor or Free Elective (Advanced)				
		14	Semester To					

CORE: The 2017-2018 list of core courses can be found at: www.utrgv.edu > Academics > Undergraduate > General Education Core www.utrgv.edu/core

Symbols Key

Critical ('!'): sequence sensitive course. Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory. Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer minimum of six credits. Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

2017-2018

		! H	Course #	Course Title	Min. Grade	GEC	Prerequisite	
		3	COMM 3303	Writing for Mass Media	С			:
		3	COMM 3349	Multi-Media Storytelling	С			:
~		3	COMM 4332	Visual Communication	С			:
2	Z L	3	13XX-43XX	Minor or Free Elective				
'EAR		3	13XX-43XX	Minor or Free Elective				
K O Y		15 Semester Total Hours						
THIRD		3	COMM 3333	Theories of Communication	С			Ş
	רי –	3	COMM 3350	Research in Communication	С			Ş
		! 3	COMM 2310	Video and Film Editing I	С		Credit/Registration in COMM 1336 or consent of instructor.	;
	1 1 1 1	3	COMM 4313	Communication Law and Ethics	С			;
		3	COMM 3327	Reporting I	С			;
	15 Semester Total Hours							
		! H		Course Title	Min. Grade	GEC	Prerequisite	
		3	COMM 3352	Television News Production & Reporting	С		COMM 1336 and COMM 2310.	
		3	СОММ ХЗХХ	Broadcast Core	С			(
		3	COMM 3353	Broadcast Advertising Production	С		COMM 1336.	ę
YEAR	Ĺ	3	COMM 4312	Video and Film Editing II	С		COMM 2310.	ę
		3	33XX-43XX	Minor or Free Elective (Advanced)				
FOURTH		15	Semester To	otal Hours				
OUF		3	COMM 3351	Broadcast News Writing	С		COMM 1336 and COMM 2310.	ļ
	n	3	COMM 3339	Broadcast Audio Production	С			ę
	5 N	3	33XX-43XX	Minor or Free Elective (Advanced)				
	DNING	3	13XX-43XX	Free Elective				
		3	13XX-/3XX	Free Elective				I
6		5	1377-4377					

Admission Requirements

COMM 1311 in the core within their first year.

Progression Requirements

All courses in the major require grade of "C" or better.

Graduation Requirements

In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV department of Writing and Language Studies, and/or to six credit hours of college-level language coursework.

120 TOTAL HOURS (48) TOTAL ADVANCED HOURS Approved: Revised:

Additional Notes
Satisfies Major-Specific Requirement.
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Satisfies Major-Specific Requirement.
COMM 3338 or COMM 4314(prerequisite COMM 1336 and
COMM 2310) Satisfies Major-Specific Requirement.
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Internship in Mass Communication is recommended.

Revised: Tuesday, April 25, 2017

The University of Texas Rio Grande Valley

Bachelor of Arts (BA) Mass Communication Print Journalism

			Phili Journalishi				
	! H	Course #	Course Title	Min. Grade		Prerequisite	Additional Notes
	3	Choose 1	Communication (Core)	С		For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1301 or ENGL 1387 (H)
	3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1301 or HIST 1387 or HIST/MASC 2327
FALL	3	Choose 1	Creative Arts (Core)		050		See General Education Core for course options. THTF 1310 or THTF 2366 Recommended.
E	3	Choose 1	Mathematics (Core)	с		Satisfactory scores on Math portion of ACT test or TSI math exam or MATH 0314/0332/0342.	See General Education Core for course options.
R	3	13XX-43XX	Free Elective				
r YEA		UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
RS	15	Semester Total Hour	'S				
Ē	3	Choose 1	Communication (Core)	С		For all 010 courses: Satisfactory scores on ENGL portion of ACT test or TSI reading/writing exams or ENGL 0301. For ENGL 1302/1388, a grade of "C" or better in ENGL 1301/1387.	See General Education Core for more details Options: ENGL 1302 or ENGL 1388 (H) or ENGL 1305
SPRING	3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1302 or HIST 1388 or HIST/MASC 2328
PRI	3	Choose 1	Social and Behavioral Sciences (Core)		080		See General Education Core for course options.
S	! 3	COMM 1311	Introduction to Communication	С	090		Satisfies Core section 090 - Integrative and Experiential Learning
	3	COMM 1315	Public Speaking	С			Satisfies Major-Specific Requirement.
	15	Semester Total Hour	'S				
	! H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
	3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2305 or POLS 2385 (H)
	4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
FALL	3	Choose 1	Language, Philosophy & Culture (Core)		040		See General Education Core for course options.
AR	3	COMM 1307	Introduction to Mass Communication	С			Satisfies Major-Specific Requirement.
YE,	3	COMM 1336	Television Production	С			Satisfies Major-Specific Requirement.
Q	16	Semester Total Hour	'S				
SECO	3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2306 or POLS 2386 (H)
<u>U</u>	4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
SPRING	1	Chosse 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.
SP	! 3	COMM 3303	Writing for Mass Media	С			Satisfies Major-Specific Requirement.
	3	COMM 3333	Theories of Communication	С			Satisfies Major-Specific Requirement.
	14	Semester Total Hour	'S				

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Symbols Key

Critical ('!'): sequence sensitive course. Minimum Grade: A - Excellent; B - Good; C - Satisfactory; D - Below Average; CR - Credit; P - Passing; S - Satisfactory.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Language Proficiency Requirement: Student is required to demonstrate language Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; proficiency in a language other than English at the undergraduate level equivalent to a 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer minimum of six credits. Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

2017-2018

	! H	Course #	Course Title	Min. Grade	GEC Prerequisite	Additional Notes
	3	COMM 3350	Research in Communication	С		Satisfies Major-Specific Requirement.
	3	COMM 3349	Multi-Media Storytelling	С		Satisfies Major-Specific Requirement.
Ξ	3	13XX-43XX	Minor or Free Elective			
FALL	3	13XX-43XX	Minor or Free Elective			
	3	13XX-43XX	Free Elective			
	15 Se	emester Total Hou	rs			
	3	COMM 4313	Communication Law and Ethics	С		Satisfies Major-Specific Requirement.
	3	COMM 4332	Visual Communication	С		Satisfies Major-Specific Requirement.
SPRING	! 3	COMM X3XX	Print Journalism Advanced Elective	С		Satisfies Major-Specific Requirement.
SPR	3	13XX-43XX	Minor or Free Elective			
0,	3	13XX-43XX	Minor or Free Elective			
	15 Se	emester Total Hou	rs			
	! H	Course #	Course Title	Min. Grade	GEC Prerequisite	Additional Notes
	3	COMM 3305	Copy Editing	С	COMM 3303.	Satisfies Major-Specific Requirement.
	! 3	COMM 3327	Reporting I	С		Satisfies Major-Specific Requirement.
H	3	COMM 3306			001010007	
		00000	Feature Writing	С	COMM 3327.	
FALL	3	COMM X3XX	Print Journalism Advanced Elective	с с	СОММ 3327.	Satisfies Major-Specific Requirement.
FA	3 3				COMM 3327.	Satisfies Major-Specific Requirement.
FA	3	COMM X3XX	Print Journalism Advanced Elective Minor or Free Elective (Advanced)		COMM 3327.	Satisfies Major-Specific Requirement.
FA	3	COMM X3XX 33XX-43XX	Print Journalism Advanced Elective Minor or Free Elective (Advanced)		COMM 3327.	Satisfies Major-Specific Requirement.
	3 15 Se	COMM X3XX 33XX-43XX emester Total Hou	Print Journalism Advanced Elective Minor or Free Elective (Advanced) rs	C	COMM 3327.	
	3 15 Se 3	COMM X3XX 33XX-43XX emester Total Hou COMM 3326	Print Journalism Advanced Elective Minor or Free Elective (Advanced) rs Photojournalism	C .		
	3 15 Se 3 3	COMM X3XX 33XX-43XX emester Total Hou COMM 3326 COMM 3329	Print Journalism Advanced Elective Minor or Free Elective (Advanced) rs Photojournalism Reporting II	C .		
SPRING	3 15 Se 3 3 3	COMM X3XX 33XX-43XX emester Total Hou COMM 3326 COMM 3329 33XX-43XX	Print Journalism Advanced Elective Minor or Free Elective (Advanced) rs Photojournalism Reporting II Minor or Free Elective (Advanced)	C C C C		Satisfies Major-Specific Requirement.

Admission Requirements

COMM 1311 in the core within their first year.

Progression Requirements

All courses in the major require grade of "C" or better.

Graduation Requirements

In addition to the graduation requirements listed in the UTRGV 2015-2017 Undergraduate Catalog, demonstration of proficiency in a language other than English is required at the undergraduate level equivalent to a minimum of six credit hours. Proficiency can be demonstrated by a college credit exam, a placement test approved through the UTRGV department of Writing and Language Studies, and/or to six credit hours of college-level language coursework.

120 TOTAL HOURS (48) TOTAL ADVANCED HOURS Approved: Revised: Tuesday, April 25, 2017