

Advertising and Public Relations									
FIRST YEAR	H		Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
	FALL	3	Choose 1	Communication (Core)	C	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	
		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)	C	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.	
		3	COMM 1311	Introduction to Communication	C	090		Satisfies Core section 090 - Integrative and Experiential Learning	
			UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.	
	15 Semester Total Hours								
	SPRING	3	Choose 1	Communication (Core)	C	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	
3		Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1302 or HIST 1388 or HIST/MASC 2328		
3		COMM 1307	Introduction to Mass Communication	C			Satisfies Major-Specific Requirement.		
3		COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.		
3		Choose 1	Social and Behavioral Sciences (Core)		080		See General Education Core for course options.		
15 Semester Total Hours									
SECOND YEAR	H		Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes	
	FALL	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.	
		3	Choose 1	Language, Philosophy & Culture (Core)		040		See General Education Core for course options.	
		3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.	
		3	13XX-43XX	Minor or Free Elective					
	16 Semester Total Hours								
	SPRING	3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2306 or POLS 2386 (H)	
		1	Choose 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.	
		4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.	
		3	COMM 3303	Writing for Mass Media	C			Satisfies Major-Specific Requirement.	
3		13XX-43XX	Minor or Free Elective						
14 Semester Total Hours									

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.

General Education Core (GEC) Sections: 010 - Communication; 020 - Mathematics; 030 - Life and Physical Sciences; 040 - Language, Philosophy & Culture; 050 - Creative Arts; 060 - American History; 070 - Government/Political Science; 080 - Social and Behavioral Sciences; 090 - Computer Application; 090 - Interdisciplinary ;090 - Science Labs; 090 - Wellness.

Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
THIRD YEAR	FALL	3	COMM 3333	Theories of Communication	C		Satisfies Major-Specific Requirement.
		3	COMM 3349	Multi-Media Storytelling	C		Satisfies Major-Specific Requirement.
		3	COMM 3350	Research in Communication	C		Satisfies Major-Specific Requirement.
		3	COMM 4313	Communication Law and Ethics	C		Satisfies Major-Specific Requirement.
		3	13XX-43XX	Minor or Free Elective			
	15 Semester Total Hours						
	SPRING	3	COMM 4332	Visual Communication	C		Satisfies Major-Specific Requirement.
		3	COMM 3304	Advertising: Theory and Practice	C		Satisfies Major-Specific Requirement.
		3	COMM 3321	Public Relation: Theory and Practice	C		Satisfies Major-Specific Requirement.
		3	33XX-43XX	Minor or Free Elective (Advanced)			
		3	33XX-43XX	Minor or Free Elective (Advanced)			
	15 Semester Total Hours						
FOURTH YEAR	FALL	3	13XX-43XX	Free Elective			Internship in Mass Communication is recommended.
		3	COMM 4335	Creative and Media Strategies	C	COMM 3350 and either COMM 3304 or COMM 3321, or consent of instructor.	Satisfies Major-Specific Requirement.
		3	COMM 43XX	Cluster Area	C		Public Relations: COMM 4322 (prerequisite COMM 3303 and COMM 3321) Advertising: COMM 4310
		3	COMM 33XX	Cluster Area	C		Public Relations: COMM 3327 Advertising: COMM 3353 (prerequisite COMM 1336)
		3	33XX-43XX	Minor or Free Elective (Advanced)			
		15 Semester Total Hours					
	SPRING	3	COMM 43XX	Cluster Area	C		Public Relations: COMM 4322 (prerequisite COMM 3303 and COMM 3321) Advertising: COMM 4310
		3	COMM 4334	Communication Campaigns	C	COMM 3304 or COMM 3321, COMM 3350, COMM 4335, or consent of instructor.	Satisfies Major-Specific Requirement.
		3	COMM 33XX	Cluster Area	C		Public Relations: COMM 3305 (prerequisite COMM 3303) Advertising: COMM 3348
		3	13XX-43XX	Free Elective			
		3	13XX-43XX	Free Elective			
		3	13XX-43XX	Free Elective			
	18 Semester Total Hours						

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

		!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
FIRST YEAR	FALL		3	Choose 1	Communication (Core)	C	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
			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)	C	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.
			3	13XX-43XX	Free Elective				
				UNIV 1301	Learning Framework				Only if required, based on ACT/SAT and high school rank.
		15 Semester Total Hours							
	SPRING		3	Choose 1	Communication (Core)	C	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
			3	Choose 1	American History (Core)		060		See General Education Core for more details. Options: HIST 1302 or HIST 1388 or HIST/MASC 2328
			3	Choose 1	Social and Behavioral Sciences (Core)		080		See General Education Core for course options.
		!	3	COMM 1311	Introduction to Communication	C	090		Satisfies Core section 090 - Integrative and Experiential Learning
			3	COMM 1315	Public Speaking	C			Satisfies Major-Specific Requirement.
		15 Semester Total Hours							
SECOND YEAR	FALL		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.
			3	Choose 1	Language, Philosophy & Culture (Core)		040		See General Education Core for course options.
			3	COMM 1307	Introduction to Mass Communication	C			Satisfies Major-Specific Requirement.
			3	COMM 1336	Television Production	C			Satisfies Major-Specific Requirement.
		16 Semester Total Hours							
		SPRING		3	Choose 1	Government/Political Science (Core)		070	
			4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
			1	Choose 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.
			3	13XX-43XX	Minor or Free Elective				
			3	33XX-43XX	Minor or Free Elective (Advanced)				
	14 Semester Total Hours								

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Language Proficiency Requirement: Student is required to demonstrate language proficiency in a language other than English at the undergraduate level equivalent to a minimum of six credits.

THIRD YEAR	! H Course # Course Title Min. Grade GEC Prerequisite Additional Notes								
	FALL		3	COMM 3303	Writing for Mass Media	C		Satisfies Major-Specific Requirement.	
			3	COMM 3349	Multi-Media Storytelling	C		Satisfies Major-Specific Requirement.	
			3	COMM 4332	Visual Communication	C		Satisfies Major-Specific Requirement.	
			3	13XX-43XX	Minor or Free Elective				
			3	13XX-43XX	Minor or Free Elective				
	15 Semester Total Hours								
SPRING		3	COMM 3333	Theories of Communication	C		Satisfies Major-Specific Requirement.		
		3	COMM 3350	Research in Communication	C		Satisfies Major-Specific Requirement.		
		3	COMM 2310	Video and Film Editing I	C	Credit/Registration in COMM 1336 or consent of instructor.	Satisfies Major-Specific Requirement.		
		3	COMM 4313	Communication Law and Ethics	C		Satisfies Major-Specific Requirement.		
		3	COMM 3327	Reporting I	C		Satisfies Major-Specific Requirement.		
	15 Semester Total Hours								
FOURTH YEAR	! H Course # Course Title Min. Grade GEC Prerequisite Additional Notes								
	FALL		3	COMM 3352	Television News Production & Reporting	C		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.
			3	COMM X3XX	Broadcast Core	C			COMM 3338 or COMM 4314(prerequisite COMM 1336 and COMM 2310)
			3	COMM 3353	Broadcast Advertising Production	C		COMM 1336.	Satisfies Major-Specific Requirement.
			3	COMM 4312	Video and Film Editing II	C		COMM 2310.	Satisfies Major-Specific Requirement.
			3	33XX-43XX	Minor or Free Elective (Advanced)				
		15 Semester Total Hours							
	SPRING		3	COMM 3351	Broadcast News Writing	C		COMM 1336 and COMM 2310.	Satisfies Major-Specific Requirement.
			3	COMM 3339	Broadcast Audio Production	C			Satisfies Major-Specific Requirement.
			3	33XX-43XX	Minor or Free Elective (Advanced)				
			3	13XX-43XX	Free Elective				
			3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
15 Semester Total Hours									

Admission Requirements

COMM 1311 in the core within their first year.

Progression Requirements

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Graduation Requirements

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			3	13XX-43XX	Free Elective				
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SPRING		3	Choose 1	Communication (Core)	c	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	
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	!	3	COMM 1311	Introduction to Communication	c	090		Satisfies Core section 090 - Integrative and Experiential Learning	
		3	COMM 1315	Public Speaking	c			Satisfies Major-Specific Requirement.	
	15 Semester Total Hours								
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			3	COMM 1307	Introduction to Mass Communication	c			Satisfies Major-Specific Requirement.
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		16 Semester Total Hours							
	SPRING		3	Choose 1	Government/Political Science (Core)		070		See General Education Core for more details Options: POLS 2306 or POLS 2386 (H)
			4	Choose 1	Life and Physical Sciences (Core)		030		See General Education Core for course options.
			1	Chosse 1	Integrative/Experiential Learning Option (Core)		090		See General Education Core for course options.
		!	3	COMM 3303	Writing for Mass Media	c			Satisfies Major-Specific Requirement.
			3	COMM 3333	Theories of Communication	c			Satisfies Major-Specific Requirement.
		14 Semester Total Hours							

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	!	H	Course #	Course Title	Min. Grade	GEC	Prerequisite	Additional Notes
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		3	COMM 3349	Multi-Media Storytelling	C			Satisfies Major-Specific Requirement.
		3	13XX-43XX	Minor or Free Elective				
		3	13XX-43XX	Minor or Free Elective				
		3	13XX-43XX	Free Elective				
		15 Semester Total Hours						
	SPRING	3	COMM 4313	Communication Law and Ethics	C			Satisfies Major-Specific Requirement.
		3	COMM 4332	Visual Communication	C			Satisfies Major-Specific Requirement.
		3	COMM X3XX	Print Journalism Advanced Elective	C			Satisfies Major-Specific Requirement.
		3	13XX-43XX	Minor or Free Elective				
		3	13XX-43XX	Minor or Free Elective				
		15 Semester Total Hours						
FOURTH YEAR	FALL	3	COMM 3305	Copy Editing	C		COMM 3303.	Satisfies Major-Specific Requirement.
		3	COMM 3327	Reporting I	C			Satisfies Major-Specific Requirement.
		3	COMM 3306	Feature Writing	C		COMM 3327.	
		3	COMM X3XX	Print Journalism Advanced Elective	C			Satisfies Major-Specific Requirement.
		3	33XX-43XX	Minor or Free Elective (Advanced)				
		15 Semester Total Hours						
	SPRING	3	COMM 3326	Photojournalism	C			Satisfies Major-Specific Requirement.
		3	COMM 3329	Reporting II	C		COMM 3327.	
		3	33XX-43XX	Minor or Free Elective (Advanced)				
		3	COMM X3XX	Print Journalism Advanced Elective	C			Satisfies Major-Specific Requirement.
		3	13XX-43XX	Free Elective				Internship in Mass Communication is recommended.
		15 Semester Total Hours						

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