

BACHELOR OF SCIENCE-MASS COMMUNICATION

Mass Communication is the mass production or mass distribution of news, art, entertainment, or persuasive messages intended for a large audience, in all media from print to corporate communications to independent online broadcasting – from the *Wall Street Journal* to Instagram. Our curriculum combines theory and practice to provide you with the breadth and depth of a liberal arts education and the hands-on production experience that will prepare you for the professional world.

If you enjoy writing, organizing information, engaging with media culture, and connecting with others, and you aspire to a meaningful livelihood communicating ideas, proposals, and useful information to readers, listeners, viewers, and audiences worldwide from your company, computer, or community, then mass communication is the career for you.

What You'll Learn from Us

- How to inform, explain, influence, persuade, mediate, and negotiate
- Critical thinking and precise reasoning in legal and ethical mass media issues
- Effective oral, written, visual, and digital communication skills
- Media literacy skills in analyzing the influence of mass communication on citizens and society
- A historical understanding of the evolution of media industries and technology that will assist you in mapping cultural change and allow you to take an active and responsible role in shaping our contemporary media culture
- The theoretical and practical principles of public relations and advertising
- The theory and practice of publication design and layout (including the Adobe Creative Suite, Adobe Photoshop, and WordPress)
- The theoretical and practical principles of multimedia production (including the Adobe Creative Suite and Adobe Premiere)

As a mass communication major, you will earn a Bachelor of Science in Mass Communication from a university system with a stellar national and international reputation. Your degree will prepare you to work in many fields of mass communication or to continue studies in a graduate program.

In general, you will learn about the world of mass media, polish verbal and writing skills, devise public relations campaigns, write news stories, research topics from advertising and politics to comic books and video games, or create ads, magazine layouts, and even short films.

The first course, Introduction to Mass Communication, will survey all mass media and communication industries so you can decide to focus on the ones that interest you the most. Required courses in media writing, media law and ethics, mass communication theory, and research methods, will provide a professional foundation for any specialization studied through elective courses in advertising, broadcasting, journalism, media studies, or public relations.

What You'll Do Here

Mass Communication majors will have many professional development opportunities, including (but not limited to):

- writing for our digital campus newspaper *Eagle Eye*, or starting a multimedia blog
- studying the history of American film and television or providing coverage of a film festival;
- devising an advertising strategy for an area business;
- preparing audio files for broadcast or podcast;
- producing short films or graphic design work to establish a professional portfolio; or
- working in public relations to contribute to a Texarkana non-profit organization.

Graduates of our program have produced marketing materials for the university, programmed a weekly film series with guest speakers, contributed to an A&M-Texarkana graphic design showcase, and took a trip to the Turner Classic Movies Film Festival in Los Angeles. And our Mass Communication Club has competed at the Texas Intercollegiate Press Association convention and been awarded Student Organization of the Year.

Mass Communication Careers

Advertiser

Broadcaster

Campaigner

Consultant

Community Affairs Director

Copy Editor

Corporate Communications

Director

Documentarian

Editor

Editorial Project Manager

Events Manager

Filmmaker

Fundraising Manager

Graphic Designer

Journalist

Lobbyist

Managing Editor

Marketing Manager

Marketing Researcher

Media Critic

Media Relations Director

Media Spokesperson

Narrator

News Director

Newscaster

Press Secretary

Producer

Public Affairs Analyst

Public Relations Consultant

Publicist

Publisher

Recruiter

Screenwriter

Social Marketer

Special Events Promoter

Teacher/Professor

and many more

Interested?

Please contact **Prof. Kevin Ells** at (903) 223-3040 / kells@tamu.edu (kevin.ells@tamu.edu).

Degree Requirements

Students should refer to their DegreeWorks degree audit in their Web for Students account for more information regarding their degree requirements.

Code	Title	Hours
General Education Requirements (http://catalog.tamu.edu/academic-information/university-core-curriculum/)		42
MAJOR CORE REQUIREMENTS		
Students MUST earn a grade of "C" or better in all coursework in the MCOM major or minor		
COMM 1307	Introduction to Mass Communication ⁵	3
MCOM 1336	Visual Media Production	3
MCOM 2303	Audio Production	3
MCOM 2311	Media Writing	3
Choose 1 of the following courses in Strategic Communication:		
MCOM 2320	Advertising and Public Relations	3
MCOM 2340	Introduction to Public Relations	3
MCOM 2350	Principles of Advertising	3
MCOM 2360	Publication Design and Production	3
MCOM 300	Mass Communication Theory	3
MCOM 305	Media Law and Ethics	3
MCOM 350	Mass Communication Research Methods	3
Choose 1 of the following:		
MCOM 490	Internship in Mass Comm (EL)	3
MCOM 493	Thesis	3
MCOM 494	Portfolio	3
12 semester credit hours in Upper Division Mass Communication electives		
Students MUST earn a grade of "C" or better in all coursework in the MCOM major or minor		
MINOR REQUIREMENTS		
Minimum 18 semester credit hours in an approved, existing minor program from this or another college		
ELECTIVES (as needed to satisfy minimum degree requirements including 45 semester credit hours of Upper Division Coursework)		
TOTAL HOURS		

⁵ This course is a blanket prerequisite for all upper division MCOM courses, except when taken concurrently with instructor permission.

Note: Must complete lower division courses as prerequisites for *most* upper division courses. See Course List for specific requirements. **A minimum of 45 upper division hours are required for this degree.** Resident credit totaling 25% of the total hours is required for the degree.

Bachelor of Science-Mass Communication 4 Year Plan

First Year

Code	Title	Hours	Semester	Credit	Hours
Fall					
ENGL 1301	Composition I <small>requires minimum grade of 'C'; satisfies core curriculum</small>	3			
HIST 1301	United States History I <small>satisfies core curriculum</small>	3			
COMM 1307	Introduction to Mass Communication <small>requires a minimum grade of 'C'; satisfies core curriculum</small>	3			
Mathematics Core Curriculum Requirement (http://catalog.tamu.edu/academic-information/university-core-curriculum/)		3-4			
Language, Philosophy and Culture Core Curriculum Requirement (http://catalog.tamu.edu/academic-information/university-core-curriculum/)		3			
UNIV 1100	University Foundations	1			
Fall Total Semester Credit Hours					16-17

Spring		Semester Credit Hours
ENGL 1302	Composition II requires a minimum grade of 'C'; satisfies core curriculum	3
HIST 1302	United States History II satisfies core curriculum	3
Creative Arts Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/)		3
MCOM 2311	Media Writing requires a minimum grade of 'C'	3
Social and Behavioral Science Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/)		3
Spring Total Semester Credit Hours		15
Total First Year Semester Credit Hours		31-32

NOTE: The following courses are included in the major GPA calculation: COMM 1307, MCOM 2311

Second Year

Code	Title	Hours
Fall		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/)		3-4
Select one of the following courses in Strategic Communication: requires a minimum grade of 'C'		3
MCOM 2320	Advertising and Public Relations	
MCOM 2340	Introduction to Public Relations	
MCOM 2350	Principles of Advertising	
PSCI 2305	U.S. Government and Politics	3
MCOM 1336	Visual Media Production requires a grade of 'C' or higher	3
Mass Communication Upper Division Elective	requires a minimum grade 'C'	3
Fall Total Semester Credit Hours		15
Spring		Semester Credit Hours
Life and Physical Sciences Core Curriculum Requirement (http://catalog.tamut.edu/academic-information/university-core-curriculum/)		3-4
PSCI 2306	State and Local Government	3
Component Area Option B of the Core Curriculum (http://catalog.tamut.edu/academic-information/university-core-curriculum/)		3
Mass Communication Upper Division Elective	300-400 level MCOM or COMM; requires a minimum grade of 'C'	3
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Spring Total Semester Credit Hours		15
Total Second Year Semester Credit Hours		30-32

NOTE: The following courses are included in the major GPA calculation: MCOM 2320, 2340, 2350, 1336, MCOM Upper Division Electives

Third Year

Code	Title	Hours
Fall		Semester Credit Hours
MCOM 305	Media Law and Ethics requires a grade of 'C' or higher	3
MCOM 2303	Audio Production requires a grade of 'C' or higher	3
MCOM 2360	Publication Design and Production minimum grade of 'C' required	3
MCOM Upper Division Elective	300-400 level MCOM or COMM; requires a minimum grade of 'C'	3
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Fall Total Semester Credit Hours		15
Spring		Semester Credit Hours
MCOM 300	Mass Communication Theory requires a minimum grade of 'C'	3

MCOM Upper Division Elective	300-400 level MCOM or COMM; requires a minimum grade of 'C'	3
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Upper Division Elective	300-400 level course	3
Spring Total Semester Credit Hours		15
Total Third Year Semester Credit Hours		30

NOTE: The following courses are included in the major GPA calculation: MCOM 305, 2303, 2360, 300, MCOM UD Electives

Fourth Year

Code	Title	Hours
		Semester Credit Hours
Fall		
MCOM 350	Mass Communication Research Methods <small>requires minimum grade of 'C'</small>	3
Choose 1 of the following:	<small>requires minimum grade of 'C'</small>	3
MCOM 490	Internship in Mass Comm (EL) <small>requires minimum grade of 'C'</small>	
MCOM 493	Thesis	
MCOM 494	Portfolio	
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Minor Required Course	Minimum 18 semester credit hours from minor listed in catalog	3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Fall Total Semester Credit Hours		15
Spring		
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Elective - Upper or Lower Division as needed to meet upper division and overall requirement		3
Spring Total Semester Credit Hours		15
Total Fourth Year Semester Credit Hours		30
Total Semester Credit Hours Required for the Degree		120

NOTE: The following courses are included in the major GPA calculation: MCOM 350, 310, 490, 493, 494

Note: All courses in the major must be completed with a grade of 'C' or higher. A minimum of 45 upper division hours are required for this degree. Resident credit totaling 25% of the total hours is required for the degree.