

**Bachelor of Science in Mass Communication
ADVERTISING/PUBLIC RELATIONS EMPHASIS CURRICULUM GUIDE**

FRESHMAN SEMESTER – 1			FRESHMAN SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
ENGL 1301	Academic Writing and Argumentation	3 hours	ENGL 1302 (PR) or 2311 (PR)	Research and Rhetoric or Professional and Technical writing	3 hours
CORE 90	Institutionally Designated Option	3 hours	CORE 30	Natural Science Core	3-4 hrs
CORE 20	Mathematics Core	3 hours	MCOM 2376	Mass Communication Theory	3 hours
MCOM 2315	Writing for Media	3 hours	CORE 60	Refer to Degree Checklist	3 hours
MCOM 1307	Intro. to Mass Communication	3 hours	COMM 1315	Basic Public Speaking	3 hour
	Total Semester Hours	15		Total Semester Hours	15 -16

SOPHOMORE SEMESTER – 1			SOPHOMORE SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
POSC 2305 or 2370	American National Government	3 hours	POSC 2306	State & Local Govt.	3 hours
CORE 30	Natural Science Core	3 -4 hrs	MCOM CORE	See AD/PR Emphasis list below ♦	3 hours
CORE 50	Visual & Performing Arts Core	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2327, 3379 or 3331	Advertising Principles, Media Mgt. or Media History	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 2310	Media Design	3 hour	MCOM CORE	See AD/PR Emphasis list below ♦	3 hours
	Total Semester Hours	15-16		Total Semester Hours	15

JUNIOR SEMESTER – 1			JUNIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 3302 or 3314 or COMM 3315(S)	Journalism Research or PR and AD Research or Research Methods (S)	3 hours	COMM 2377	Intercultural Communication	3 hours
MCOM 3312(S)(N) or MCOM 3335 (PR)	Advertising Techniques or TV News Reporting	3 hours	CORE 60	Refer to Degree Checklist	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM 3305 (PR)	New Media	3 hours			
	Total Semester Hours	15		Total Semester Hours	13

SENIOR SEMESTER – 1			SENIOR SEMESTER – 2		
Course Number	Course Name	Credits	Course Number	Course Name	Credits
MCOM 4302 (PR)	Mass Communication Ethics (PR)	3 hours	ELECTIVE	Non Mass Communication Course	3 hours
MCOM CORE	See AD/PR Emphasis list below ♦	3 hours	BS Requirement	Refer to Degree Checklist	3 hours
MCOM CORE	See AD/PR Emphasis list below ♦	3 hours	MCOM 4398	Media Internship	3 hours
BS Requirement	Refer to Degree Checklist	3 hours	MCOM 3327	Media Law	3 hours
ELECTIVE	Non Mass Communication Course	3 hours	MCOM 4191	Portfolio & Professional Dev.	1 hour
			ELECTIVE♦♦	Non Mass Communication Course	2-4 hrs♦♦
	Total Semester Hours	15		Total Semester Hours	15-17
F=Fall only			PR=Prerequisite		
N=See note			S=Spring only		

Notes:

- All Mass Communication Majors must take MCOM 1307 for **CORE 40**, MCOM 2315 and Choose one research course from research course options.
 - MCOM 3305** pre-requisite is **MCOM 1307**.
 - MCOM 3312**: spring only; students selecting this option can take a Core 60 course in the fall of their junior year and then take 3312 in the spring.
 - MCOM 3335** pre-requisites are **MCOM 1307 & MCOM 2315**.
 - MCOM 4191** pre-requisite is **senior level standing**. This course should be taken during a student's final semester at WT.
 - MCOM 4302** pre-requisites are **MCOM 2315 & junior level standing**.
 - MCOM 4310** Media Design is now **MCOM 2310**.
 - Communication Department section of **IDS 1071** highly recommended for all Mass Communication majors
 - MCOM majors** are limited to completing **43 semester credit hours in MCOM** (28-hour core and 15 hours of internship and emphasis courses) per accreditation standards. Remaining degree requirements and hours (**77 hours minimum**) must be fulfilled by completing non-mass communication courses.
- ♦ **AD/PR Emphasis—12 hours not taken for MCOM Core from:** MCOM 1319, 2172, 2327, 2375, 3094, 3307 (F; PR: 2310) or 3308 (S; PR: 2327), 3310 (F of even yrs.), 3314 (F), 3331 (S), 3335 (S; PR: 1307 & 2315), 3350, 3375 (S), 3313 (S) or MKT elective as advised, MCOM 4390 (PR: senior standing).
- NON-MCOM ELECTIVES** for majors include, but are not limited to: COMM 3341 Persuasion (F/S); COMM 3320 Nonverbal Communication (F); COMM 3345 Small Group Discussion (S); COMM 3360 Gender Com (F/S); COMM 4310 Training and Dev. (S); COMM 4330 Storytelling (F/S); MGT 3330; MKT 3340
- ♦♦ **ELECTIVE(S)**: Hours will vary depending on hours completed for Core 30 and foreign language. Minimum total required for degree is 120 hours.