

Bachelor of Arts, Media and Communication: Public Relations & Advertising Concentration

Department of Media and Communications 936.294.1341 mcom@shsu.edu

Core Curriculum Requirements	Course Name	Hours	TCCNS	SHSU
Communication (6 hours)	Composition I	3	ENGL 1301	ENGL 1301
	Composition II	3	ENGL 1302	ENGL 1302
Mathematics (3 hours)	College Mathematics	3	MATH 1332	MATH 1332
Life & Physical Sciences (6 hours)	Choose <u>two</u> courses from your current Texas community college's core approved list.			
Language, Philosophy, & Culture (3 hours)	Choose <u>one</u> course from your current Texas community college's core approved list. <i>COMM 1335 (MCOM 1330) is required for the SHSU degree.</i>			
Creative Arts (3 hours)	Choose <u>one</u> course from your current Texas community college's core approved list.			
American History (6 hours)	United States History to 1876	3	HIST 1301	HSTY 1301
	United States History since 1876	3	HIST 1302	HSTY 1302
Government/Political Science (6 hours)	American Government	3	GOVT 2305	POLS 2305
	Texas Government	3	GOVT 2306	POLS 2306
Social & Behavioral Science (3 hours) ¹	Choose <u>one</u> course from your current Texas community college's core approved list. <i>COMM 1307 (MCOM 1307) is preferred.</i>			
Component Area Option Recommendations (6 hours) ²	Choose <u>two</u> courses from your current Texas community college's core approved list.			
Major Requirement or Field of Study	Course Name	Hours	TCCNS	SHSU
Major	TV & Film Production	3	COMM 1336	MCOM 2371
Major	Media, Culture, & Society	3	COMM 1335	MCOM 1330
Major	Media Literacy	1	COMM 2300	MCOM 1130
Major	Writing for Mass Media	3	COMM 2311	MCOM 1332
Major	Strategic Design for Public Relations & Advertising I	3	COMM 2330	MCPA 2382
Major	Contemporary Moral Issues	3	PHIL 2306	PHIL 2306
Major	Introduction to Digital Social Media	3	COMM 1307	MCOM 1307
Foreign Language (14 hours)				
SHSU requires 4 semesters of foreign language (one field)				
*SHSU accepts a maximum of 70 credit hours: 66 academic hours + 4 hours of activity-based physical education (kinesiology) hours. Students must earn a 2.0 minimum overall GPA in all coursework, overall major GPA in all major coursework, SHSU GPA in all coursework, and SHSU major GPA in all major coursework. All Media and Communication majors and minors must earn a grade of "C" or better in each Media and Communication course. A minor is not required for this degree program. 1 - MCOM 1307 is preferred and satisfies the Core Curriculum requirement for Component Area VIII (Social and Behavioral Sciences). 2 - PHIL 2306 and MCOM 1130 satisfy four hours of the requirement for Component Area IX (Component Area Option) and are Degree Specific/Major requirements for Media and Communication.				
Full degree can be found here: Media and Communication, Bachelors				