

2016-2017 Mass Communications–Public Relations/Advertising

Total Hours = 120

Freshman Year

<u>First Semester</u>				<u>Second Semester</u>					
FC	110	Freshman Seminar I	1	FC	111	Freshman Seminar II	1		
EN	131	College English I	3	EN	132	College English II	3		
MAT	131	Math for Liberal Arts	3	MAT	132	College Math	3		
RELI	110	Understanding Faith	3	ML	132	Modern Language	3		
ML	131	Modern Language	3	HI	130	African American History	3		
MC	140	Mass Communications Seminar	1	MC	151	Introduction to Media Literacy	3		
PE	113	Health and Wellness	1	PCA	180	Professional Seminar	0		
PCA	180	Professional Seminar	0						
			Total	15				Total	16

Sophomore Year

<u>First Semester</u>				<u>Second Semester</u>					
SS/HU	245/225	I. Soc. Science/I. Humanities	3	BI	131	General Biology	3		
ES	130	Environmental Science	3	PHIL	230	Ethics	2		
SC	230	Intro. to Effective Oral Comm.	2	MC	251	Desktop Publishing	3		
MC	240	Sophomore Practicum	1			Free Elective	3		
MC	250	Introduction to Journalism	3	MC	253	Intro to Public Relations	3		
MC	252	Introduction to Broad. Prod.	3	FC	280	Sophomore Seminar: Leadership	1		
PCA	280	Professional Seminar	0	PCA	280	Professional Seminar	0		
			Total	15				Total	15

Junior Year

<u>First Semester</u>				<u>Second Semester</u>					
MC	363	Public Relations Practices	3	MC	350	Mass Media Research	3		
MC	352	Radio Production I	3	MC	310	Announcing	3		
MC	354	TV Production I	3	MC	391	Principles of Advertising	3		
MC	345	Integrated Marketing & Communications	3			Free Elective (300-400 Level)	3		
MC	340	Junior Practicum	1	MC	491	Media sales	3		
MC	361	Comm. Graphics	3	ENT	300	Junior Seminar: Entrepreneurship	1		
PCA	380	Professional Seminar	0	PCA	380	Professional Seminar	0		
			Total	16				Total	16

Senior Year

<u>First Semester</u>				<u>Second Semester</u>					
MC	464	New Media Applications	3	MC	431	Communication Law	3		
MC	455	Advertising Copywriting	3	MC	490	Internship	6		
MC	458	Advertising and PR Campaigns	3	MC	470	Special Topics in Mass Communications	3		
MC		Free Elective (300-400 Level)	3						
MC	499	Senior Seminar	3						
PCA	480	Professional Seminar	0						
			Total	15				Total	12

