

Student's name: _____

ID: _____

UT-Tyler Mass Communication/PR Integrated Communication Major Requirements 2018-2019

Thirty-six hours of Mass Communication, 24 of which must be upper division, and at least 12 of which must be taken at this university as follows:
 *Must be taken as first 9 hours in the program.

Departmental Specifications:							TOTALS
Mass Communication Core (15 hrs)							0
*MCOM 2306 Media Design & Prod.							
*MCOM 2311 Writing for the Mass Media							
*MCOM 2313 Multimedia Production							
MCOM 3318 Mass Media Law and Ethics (Prerequisite: Junior or Senior standing)							
MCOM 3390 Mass Communication Theory							
PR Integrated Communication Option (21 hours)							0
Competency: Analysis & Systematic Inquiry (9 UD hours)							
MCOM 2375 - FALL ONLY; MCOM 2340 SPRING ONLY							
Prerequisites: MCOM 3395 plus MCOM 2340 or 2375							
MCOM 2340 Principles of Advertising or MCOM 2375 Principles of PR							
Prerequisites: MCOM 2306, 2311, 2313, 3395, 4363 plus 3340 or 3375							
MCOM 4363 PR Case Studies							
MCOM 4365 PR Campaigns							
Competency: Writing/Storytelling (6 UD hours)							
Prerequisites: MCOM 2311 & 2313 plus MCOM 2340 or MCOM 2375							
Choose 3 hours from:							
Prerequisite: MCOM 2311							
MCOM 3301 Feature Writing							
Prerequisites: MCOM 2306, 2311, & 2313							
MCOM 4325 Multimedia Writing & Storytelling							
Prerequisite: Consent of department chair							
MCOM 4370/71 Internship-Writing PR/Advertising							
Competency: Mediated Presentation (6 UD hours)							
Prerequisite: MCOM 2306							
MCOM 3311 Visual Design							
Prerequisites: MCOM 2311 & 2313							
MCOM 3350 Video Production							
Prerequisite: MCOM 2313							
MCOM 3360 Photojournalism							
Prerequisite: MCOM 2313							
MCOM 3365 Digital Photography							
Prerequisite: MCOM 2306							
MCOM 3370 Web Design							
Prerequisite: MCOM 2306							
MCOM 3380 Brand Identity Design							
Prerequisite: MCOM 2306							
MCOM 4370/71 Internship-Mediated Presentation PR/Advertising							
Prerequisite: Consent of department chair							
TOTAL MAJOR							0

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PR Integrated Marketing Option - Outside Required Courses (9 hours)		COURSE	WHEN	WHERE	GRADE	HOURS	0
Competency: Argument (3 hours)							
	SPCM 1315 Fundamentals of Speech						
	SPCM 2335 Argument						
	SPCM 3321 Business & Professional Speech						
	SPCM 3325 Persuasive Communication						
Prerequisite: SPCM 1315							
Competency: Diversity/Human Relations (3 hours)							
	MCOM 2307 Mass Media & Society						
	MCOM 3385 History of Mass Media						
	SPCM 3322 Small Group Comm						
	SPCM 4330 Interviewing						
	SPCM 4331 Intercultural Comm						
Competency: Complex Organization (3 hours)							
	SPCM 4315 Organizational Comm.						
	SPCM 4333 Religious Comm						
	SPCM 4334 Political Comm						
	SPCM 4344 Media Ecology						
TOTAL REQUIRED							0