



Bachelor of Science in Mass Communication
Public Relations/Integrated Communication Option
 Recommended 4-Year Course Sequence
 2018-2019 Catalog



FRESHMAN YEAR							
Fall				Spring			
TJC	UTTyler	Title	Hours	TJC	UTTyler	Title	Hours
ENGL 1301		Composition I	3	ENGL 1302/2311		Composition II OR Technical & Business Writing	3
EDUC 1300		Learning Framework	3	HIST 1301		United States History I	3
		Life and Physical Science Course	4	SPCH 1315		Public Speaking	3
MATH		College Level (3 hours)	3			Life and Physical Science Course	4
COMM 1307		Introduction to Mass Communication	3	COMM 2311		News Gathering and Writing I	3
			16				16
SOPHOMORE YEAR							
Fall				Spring			
TJC	UTTyler	Title	Hours	TJC	UTTyler	Title	Hours
HIST 1302/2301		United States History II OR Texas History	3			Social and Behavioral Science Course	3
GOVT 2305		Federal Government	3	GOVT 2306		Texas Government	3
		Language, Philosophy, and Culture Course	3			Creative Arts Course	3
COMM 1335		Survey of Radio/TV	3	COMM 2305		Editing and Layout	3
COMM 2327/2330		Introduction to Advertising OR Introduction to Public Relations	3			Elective	1
			15				13
JUNIOR YEAR							
Fall				Spring			
TJC	UTTyler	Title	Hours	TJC	UTTyler	Title	Hours
	ECON/GEOG/COSC	BS Requirement	3		MCOM 3318	Media Law and Ethics	3
	MCOM 2306	Media Design & Production	3			Upper-Division Elective	3
	MCOM 2313	Introduction to Multimedia Production	3			¹ Competency: Mediated Presentation	3
	MCOM 3390	Mass Communication Theory	3			Course in Minor	3
		Course in Minor	3		MCOM 3395	Writing for Public Relations and Advertising	3
			15				15
SENIOR YEAR							
Fall				Spring			
TJC	UTTyler	Title	Hours	TJC	UTTyler	Title	Hours
		² Competency: Writing/Storytelling	3			Upper-Division Course in Minor	3
		Upper-Division Course in Minor	3			Upper-Division Course in Minor	3
		Upper-Division Course in Minor	3			¹ Competency: Mediated Presentation	3
	ECON/GEOG/COSC	BS Requirement	3		MCOM 4365	Public Relations Campaigns	3
	MCOM 4363	Public Relations Case Studies	3			³ Competency: Complex Organization	3
			15				15
Total Credit Hours at Tyler Junior College							60
Total Credit Hours at UT Tyler							60
Total Credit Hours							120

¹ Mediated Presentation Course Options: MCOM 3312, 3350, 3360, 3365, or 3370

² Writing/Storytelling Course Options: MCOM 3301, 4325, or 4370

³ Complex Organization Options: SPCM 4315, 4329, or 4333