Bachelor of Arts Degree Plan

I. Student Information

Name: ___________________________  R# ___________________________
Email: ___________________________  Graduation: ___________________________

II. Core Curriculum & Graduation Requirements

- English - ENGL 1301, 1302 (6 hrs.)
- American History (6 hrs.) - Choose from HIST 2300, 2301
- US & Texas Government (6 hrs.) - POLS 1301, 2306
- Creative Arts (3 hrs.)
  - *Fulfilled with MCOM 2301 or other approved course
- Oral Communication (3 hrs.)
  - *Fulfilled with MCOM 2310
- Multicultural (3 hrs.)
  - *Fulfilled with MCOM 2350

III. Media Strategies Major (43 hrs.) *Grade C required for all courses listed below

- MCOM 1100 - Success in Media and Communication
- MCOM 1300 - Foundations of Media and Communication
- MCOM 1301 - Introduction to Digital and Social Media
- MCOM 2310 - Business and Professional Communication
- MCOM 2320 - Writing for Media and Communication
- MCOM 2330 - Media Literacy
- MCOM 2350 - Communicating in a Global Society
- MCOM 3300 - Applied Public Relations Theory and Concepts

- Life and Physical Sciences (8 hrs.)
- Language, Philosophy, & Culture (3 hrs.)
  - *Fulfilled with MCOM 2330 or other approved course
- Social and Behavioral Sciences (3 hrs.)
  - *Fulfilled with MCOM 1300
- Foreign Language/Global Communication (9 hrs.)
  - *Fulfilled with MCOM 2350
- Mathematics and Logical Reasoning (6 hrs.)
  - *Partially fulfilled with MATH 2300 OR MATH 2345

IV. Group A Electives (15 hrs.) *Grade C required for all courses listed below

Select from MCOM, ADV, EMC, JOUR and PR courses, including electives, internships, practicums, and special projects. Media Strategies majors are encouraged to develop a specialization or minor within another media and communication discipline.

V. Group B Electives (9 hrs.) *Grade C required for all courses listed below

Students majoring in Media Strategies are encouraged to take 9 hours outside the college to develop a concentration, ideally focusing on a topic that will prepare them for a particular media and communication industry role, or that will help them develop media innovations or entrepreneurial endeavors. Media strategies majors have the option of selecting additional group A courses to satisfy the group B requirement.

*Minimum 120 hours required for degree.
*Minimum 40 Jr/Sr level hours required for degree.
*Communication Literacy (CL) graduation requirement is satisfied within major.

VI. I understand and accept the requirements of the degree above and the prerequisites listed in the current catalog.

Student’s Signature: ___________________________  Date: ___________________________

Updated 10/11/2018 JHW