



Minors for Non-Mass Communications Students 2011-2012 Catalog

- Students selecting a minor in mass communications are required to pass the college's grammar, spelling, and punctuation exam with a 70 or higher, pass ENGL 1301 and 1302 with grades of C or higher and have a 2.75 GPA prior to enrolling in the first writing course in the college (JOUR 2410) if required for the specific minor selected.
- All prerequisites must be met with a C or higher prior to taking each course.
- A minimum grade of C is required in all minor courses.
- At least 12 hours must be taken in residence.

Mass Communications Minor

21 Hours

Required Courses

MCOM 1300 Introduction to Mass Communications
MCOM 3300 Media Theories and Society (*sophomore standing*)
MCOM 3320 Mass Communications Law (*sophomore standing*)

3-9 hours

ADV 3310 Principals of Advertising (*sophomore standing*)
EMC 3300 Electronic Media and Society
EMC 3308 Visual Communications (*sophomore standing*)
EMC 3310 Introduction to Electronic Media and Communications (*sophomore standing*)
JOUR 2300 Principles of Journalism

JOUR 2410 News Writing (*sophomore standing, English 1301 and 1302 with C or higher, minimum 2.75 TTU GPA prior to enrollment, GSP with 70 or higher*)
PHOT 2310 Photography I (*sophomore standing*)
PR 3310 Principles of Public Relations (*sophomore standing*)

3-9 hours

ADV 3320 Advertising and Society (*sophomore standing*)
ADV 4301 Special Topics in Advertising (*sophomore standing*)
ADV 4313 International Advertising (*ADV 3310 with C or higher and Sophomore Standing*)
EMC 3355 Ethnicity, Race, Gender in Media (*sophomore standing*)
EMC 3358 International Electronic Media (*sophomore standing*)
EMC 4301 Special Topics in Electronic Media (*sophomore standing*)
JOUR 3316 Magazine Writing (*JOUR 2410 with C or higher*)

JOUR 3317 Publication Design and Graphics (*sophomore standing*)
JOUR 3350 History of American Journalism (*sophomore standing*)
JOUR 3355 Media Ethics (*sophomore standing*)
JOUR 4301 Special Topics in Journalism (*junior standing*)
MCOM 3380 Mass Communications Research Methods (*sophomore standing and MATH 2300 or 2345 with C or higher*)
MCOM 4303 Sex and Violence in the Media
PR 3311 Public Relations Strategies (*PR 3310*)
PR 4301 Special Topics in Public Relations (*sophomore standing*)

Advertising Minor

21 Hours

Required Courses

ADV 3310 Principals of Advertising (*sophomore standing*)
ADV 3320 Advertising and Society (*sophomore standing*)
MCOM 1300 Introduction to Mass Communications
MCOM 3380 Mass Communications Research Methods (*sophomore standing and MATH 2300 or 2345 with C or higher*)

9 hours

ADV 3312 Advertising Writing (*ADV 3310 or PR 3310 with a grade of C or higher, 2.75 GPA, GSP 70 or higher*)
ADV 3330 Advertising Theory (*ADV 3310 or PR 3310*)
ADV 3340 Internet and New Media Advertising (*ADV 3310 or PR 3310 and ADV 3312 or PR 3312*)
ADV 3351 Advertising Media Planning (*ADV 3310 or PR 3310, Math 2300 or 2345 with a C or higher*)
ADV 3361 Advertising Design and Layout (*ADV 3312 with a C or higher*)

ADV 4000 Special Projects in Advertising (*Instructor Consent*)
ADV 4300 Individual Study in Advertising (*junior or senior standing, 9 hours of Advertising courses with a C or higher, and instructor consent*)
ADV 4301 Special Topics in Advertising (*sophomore standing*)
ADV 4308 Advertising Management and Account Planning (*MCOM 3380 with C or higher or concurrently; ADV 3312 and 3351 with a C or higher*)
ADV 4313 International Advertising (*ADV 3310 with C or higher and sophomore standing*)

Electronic Media and Communications Minor
22 Hours

Required Courses

EMC 3310 Introduction to Electronic Media and Communications (*sophomore standing*)
EMC 3315 Principles of Digital Media Production (*JOUR 2410 with C or higher, 2.75 GPA, sophomore standing*)
EMC 4320 Electronic Media Operations (*junior or senior standing*)
JOUR 2410 News Writing (*sophomore standing, English 1301 and 1302 with C or higher, minimum 2.75 TTU GPA prior to enrollment, GSP with 70 or higher*)

3 hours

EMC 3370 Writing for Electronic Media (*EMC 3300 and JOUR 2410 with C or higher*)
EMC 4370 Writing for Series Television (*EMC 3300 and JOUR 2410 with C or higher; or written consent of instructor*)
EMC 4375 Writing for Feature Films (*EMC 3300 and JOUR 2410 with C or higher; or written consent of instructor*)

3 hours

EMC 3300 Electronic Media and Society
EMC 3355 Ethnicity, Race, Gender in Media
EMC 3358 International Electronic Media
EMC 4301 Special Topics in Electronic Media
PHOT 3310 Photography I (*sophomore standing and JOUR 2410 with C or higher*)

3 hours of electives from EMC or PHOT courses.

Journalism Minor
22 Hours

Required Courses

JOUR 2300 Principles of Journalism
JOUR 2410 News Writing (*sophomore standing, English 1301 and 1302 with C or higher, minimum 2.75 TTU GPA prior to enrollment, GSP with 70 or higher*)
JOUR 3310 News Presentation I (*JOUR 2300 and 2410 with C or higher*)
JOUR 3312 Reporting (*JOUR 2300 and 2410 with C or higher, 2.75 GPA*)
JOUR 3380 Editing (*JOUR 3310 and 3312 with C or higher*)
JOUR 4370 Advanced Reporting (*JOUR 3310 and 3312 with C or higher*)

3 hours of electives from Journalism courses.

Public Relations Minor
21 Hours

Required Courses

MCOM 1300 Introduction to Mass Communications
MCOM 3300 Media Theories and Society (*sophomore standing*)
MCOM 3380 Mass Communications Research Methods (*sophomore standing and MATH 2300 or 2345 with C or higher*)
PR 3310 Principles of Public Relations (*sophomore standing*)
PR 3311 Public Relations Strategies (*PR 3310*)
PR 4301(Twice) Special Topics in Public Relations (*sophomore standing*)