



**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, or 2310**

**US & Texas Government (6 hrs.) - POLS 1301, 2306**

**Creative Arts (3 hrs.)**

May be fulfilled with MCOM 2301 or other approved course

**Oral Communication (3 hrs.)**

Fulfilled with MCOM 2310

**Multicultural (3 hrs.)**

Fulfilled with MCOM 2350

**Life and Physical Sciences (8 hrs.)**

**Language, Philosophy, & Culture (3 hrs.)**

May be fulfilled with MCOM 2330, COMS 2310 or other approved courses

**Social and Behavioral Sciences (3 hrs.)**

Fulfilled with MCOM 1300

**Foreign Language/Global Communication (9 hrs.)**

Partially fulfilled with MCOM 2350

**Mathematics and Logical Reasoning (6hrs.)**

Partially fulfilled with MATH 2300 or MATH 2345

**III. Media Strategies Major\* (43 hrs.)**

**MATH 2300-Statistical Methods or MATH 2345 -**

**Introduction To Statistics with Application to Business**

**PCOM 1100-Introduction to Professional 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 2350-Communicating in a Global Society**

**MCOM 3320-Media and Communication Law**

**MCOM 3380^--Research Methods in Media and Communication**

**PCOM 4325^ - Media Entrepreneurship**

**PCOM 2310 - Principles of Professional Communication**

**PCOM 2320 - Corporate Citizenship**

**PCOM 3315 - Data Visualization for Media**

**PCOM 3373 - Business Communication**

**PCOM 3385 - Media Insights and Data Analysis**

**PCOM 4301 - Special Topics in Professional Communication**

**IV. Group A Electives\* (15 hrs.)**

Select from pcom, MCOM, ADV, CMI, JOUR and PRSC courses, including electives, internships, practicums, and special projects.

**V. Group B Electives or Minor\* (9 hrs.)**

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, a minor within another media and communication discipline, or may choose a minor outside of the college.

**VI. *\*All courses require a grade of C or better***

Minimum 120 hours required for degree.

^ Indicates course in which a pre-requisite is required to enroll. Communication

Minimum 40 Jr/Sr level hours required for degree.

Literacy (CL) graduation requirement is satisfied within major.

**VII. *I understand and accept the requirements of the degree above and the pre-requisites listed in the current catalog.***

Student's Signature: \_\_\_\_\_ Date: \_\_\_\_\_