



**Bachelor of Arts Degree Plan**

**I. Student Information**

Name: \_\_\_\_\_ R# \_\_\_\_\_

Email: \_\_\_\_\_ Graduation: \_\_\_\_\_

**II. Core Curriculum & Graduation Requirements**

- |  |   |
|--|---|
| <input type="checkbox"/> English - ENGL 1301, 1302 (6 hrs.)                      | <input type="checkbox"/> Life and Physical Sciences (8 hrs.)            |
| <input type="checkbox"/> American History (6 hrs.) - Choose from HIST 2300, 2301 | <input type="checkbox"/> Language, Philosophy, & Culture (3 hrs.)       |
| <input type="checkbox"/> US & Texas Government (6 hrs.) - POLS 1301, 2306        | <b>*Fulfilled with MCOM 2330 or other approved course</b>               |
| <input type="checkbox"/> Creative Arts (3 hrs.)                                  | <input type="checkbox"/> Social and Behavioral Sciences (3 hrs.)        |
| <b>*Fulfilled with MCOM 2301 or other approved course</b>                        | <b>*Fulfilled with MCOM 1300</b>  |
| <input type="checkbox"/> Oral Communication (3 hrs.)                             | <input type="checkbox"/> Foreign Language/Global Communication (9 hrs.) |
| <b>*Fulfilled with MCOM 2310</b>   | <b>*Partially fulfilled with MCOM 2350</b>                              |
| <input type="checkbox"/> Multicultural (3 hrs.)                                  | <input type="checkbox"/> Mathematics and Logical Reasoning (6 hrs.)     |
| <b>*Fulfilled with MCOM 2350</b>   | <b>*Partially fulfilled with MATH 2300 OR MATH 2345</b>                 |

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

- |   |   |
|---|---|
| <input type="checkbox"/> MCOM 1100 - Success in Media and Communication           | <input type="checkbox"/> MCOM 3320 - Media and Communication Law                      |
| <input type="checkbox"/> MCOM 1300 - Foundations of Media and Communication       | <input type="checkbox"/> MCOM 3380^ - Research Methods in Media and Communication     |
| <input type="checkbox"/> MCOM 1301 - Introduction to Digital and Social Media     | <input type="checkbox"/> MCOM 4325^ - Media Entrepreneurship                          |
| <input type="checkbox"/> MCOM 2310 - Business and Professional Communication      | <input type="checkbox"/> ADV 3310 - Principles of Advertising                         |
| <input type="checkbox"/> MCOM 2320 - Writing for Media and Communication          | <input type="checkbox"/> EMC 3310 - Introduction to Creative Media and Communications |
| <input type="checkbox"/> MCOM 2330 - Media Literacy                               | <input type="checkbox"/> JOUR 2300 - Principles of Journalism                         |
| <input type="checkbox"/> MCOM 2350 - Communicating in a Global Society            | <input type="checkbox"/> PR 2310 - Principles of Public Relations                     |
| <input type="checkbox"/> MCOM 3300 - Applied Public Relations Theory and Concepts | <input type="checkbox"/> MATH 2300 - Statistical Methods <b>OR</b>                    |
|   | MATH 2345 - Introduction To Statistics with Application to Business                   |

**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.                      ^ Indicates course in which a prerequisite is required to enroll.  
\*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: \_\_\_\_\_