

Mass Communications: Integrated Ad & PR - 69 credits

Course Title	Credits	Semester	Year	Needed First
MC 100 Intro to Mass Comm	3	F or Sp	1	
MC 210 Media Writing	3	Sp or F 2	1	
MC 220 Desktop Publishing	3	Sp or F 2	1	
MC 230 Photography	3	F or Sp	2	
MC 251 Desktop Video	3	F or Sp	2	230
MC 300 International Comm or MC 302 Hist. of Mass Comm	3	F or Sp	2	
MC 303 Advertising Principles	3	F or Sp	2	
MC 304 Public Relations Principles	3	F or Sp	2	
MC 305 Imaging in Ad & PR	3	F or Sp	3	220, 230
MC 306 Ad Copywriting	3	F or Sp	3	210, 220, 304
MC 307 PR Processes	3	F or Sp	3	210
MC 320 Layout and Typography	3	F or Sp	2	220
MC 327 Creating a Newsletter	3	F or Sp	3	307, 320
MC 351 Online Communications	3	F or Sp	3	320
MC 352 e-Communications	3	F or Sp	3	305, 320
MC 365 Media Planning	3	F or Sp	3	303
MC 375 Case Studies in PR	3	F or Sp	3	304
MC 383 Event Planning	3	F or Sp	3	304
MC 400 Mass Media Ethics	3	F or Sp	4	
MC 401 Communications Law	3	F or Sp	4	
MC 423 Marketing Communications	3	F or Sp	4	303, 304
MC 459 Ad Campaign Res or MC 470 PR Campaign Res	3	Fall Only	4	375
MC 460 Ad Campaign Exec or MC 471 PR Campaign Exec	3	Spring Only	4	365, 383, 459 or 470

Four-Year Graduation Plan – Mass Communications: Integrated AD & PR

Year	Semester	MC Course #	MC Credits	Liberal Art-Sci	Open Electives	Total Credits
1	Fall	100	3	12		15
1	Spring	210, 220	6	9		15
2	Fall	230,251,303	9	6		15
2	Spring	304,305,320	9	6		15
3	Fall	306,307,351 300 or 302	12	3		15
3	Spring	327, 352, 375	9	6		15
4	Fall	365,383, 400, 459 or 470	12		3	15
4	Spring	401,423, 460 or 471	9		6	15
		Totals	69	42	9	120

My Four-Year Graduation Plan

Completion Date: _____

Mass Communications: Emphasis in Integrated Advertising & Public Relations

Name _____ Advisor _____

Integrated Ad/PR

Year/Semester	MC Courses	LASC Category and Courses	Open Electives/ Minor-2nd Major	Total Credits
Transfer Credits				
1-Fall	100	1A, 1B, 5, 7		15
1-Spring	210, 220	3 + lab /lab like 6 [W], 8		15
1-Summer				
2-Fall	230, 251, 303	4, 5		15
2-Spring	304, 305, 320	2, 3 + lab		15
2-Summer				
3-Fall	306, 307, 351, 300 or 302	6		15
3-Spring	327, 352, 375	9, 10		15
3-Summer				
4-Fall	365, 383, 400, 459 or 470		Electives (3)	15
4-Spring	401, 423, 460 or 471		Electives (6)	15
4-Summer				
Additional Semester(s)				
Minimum Totals	69	42 credits and 14 courses	9	120