

Mass Communication (B.A.) – Public Relations Track

2024-2025 Academic Catalog, Bachelor of Arts – Mass Communication, Public Relations Track

Academic Core for B.A.

60 Hours

CHRISTIAN STUDIES **6**

CSBS 1311	Engaging the Old Testament	3
CSBS 1312	Engaging the New Testament	3

ENGLISH **9**

ENGL 1321	Rhetoric & Composition I	3
ENGL 1322	Rhetoric & Composition II	3
ENGL	Literature	3

A grade of a "C" or higher is required in ENGL 1321 and ENGL 1322.

EXERCISE & SPORT SCIENCE – SELECT TWO DIFFERENT COURSES **2**

EXAC	Activity Course	1
EXAC	Activity Course	1

FINE ARTS – SELECT ONE **3**

ARTS 1350	Art Appreciation	3
COMM 2335	Film Appreciation	3
FINA 2330	Exploring the Fine Arts	3
MUSI 1340	Music Appreciation	3
THEA 2350	Theatre Appreciation	3

FOREIGN LANGUAGE **14**

14 semester hours (4 semesters or the equivalent) in one language 14

LAB SCIENCE **4**

-	Laboratory Science Course	4
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PUBLIC SPEAKING **3**

COMM 1320	Public Speaking	3
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MATHEMATICS **3**

MATH 1304	Survey of Mathematics or higher	3
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LITERATURE OR HUMANITIES – SELECT ONE **3**

HUMA X3XX	Humanities	3
ENGL 23XX	Literature	3

SOCIAL SCIENCE – SELECT ONE **3**

BECO 2310	Principles of Economics	3
PSYC 1301	General Psychology	3
PSYC 2399	Child and Adolescent Development	3
SOCI 1311	Introduction to Sociology	3
SOCW 2311	Introduction to Social Work	3

US HISTORY OR US GOVERNMENT – SELECT ONE **3**

HIST 2311	American History to 1877	3
HIST 2312	American History since 1877	3
POLS 2305	United States Government	3
POLS 2306	Texas State and Local Government	3

WORLD CULTURES or ANY PHILOSOPHY – SELECT ONE **3**

ARTS 2354	World Art	3
EXSS 2353	Lifespan Nutrition	3
GLBL 2310	Cultural Immersion	3
HIST 1311	History of World Civilizations to 1500	3
HIST 1312	History of World Civilizations since 1500	3
HUMA 2355	Foundations of the Humanities	3
MUSI 2358	World Music	3
	any Philosophy course	3

WORLD CULTURES – SELECT ONE **3**

ARTS 2354	World Art	3
EXSS 2353	Lifespan Nutrition	3
GLBL 2310	Cultural Immersion	3
HIST 1311	History of World Civilizations to 1500	3
HIST 1312	History of World Civilizations since 1500	3
HUMA 2355	Foundations of the Humanities	3
MUSI 2358	World Music	3
PHIL 2315	Introduction to Philosophy	3

FRESHMAN SEMINAR **1**

UMHB 1101	Freshman Seminar	1
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CHAPEL – 1 to 4 credits

UMHB 1002	Chapel	
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Fine Arts Experience – 2 to 8 credits

UMHB 1005	Fine Arts Experience	
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Mass Communication – Public Relations 33 Hours

B.A. MASS COMMUNICATION MAJOR REQUIRED COURSES **33**

COMM 1180	Communication Foundations	1
COMM 1315	Introduction to Communication	3
COMM 2180	Practicum in Communication	1
COMM 2320	Introduction to Mass Media	3
COMM 2330	Copy Editing	3
COMM 2360	Introduction to Media Writing	3
COMM 2370	Introduction to Public Relations	3
COMM 4340	Law and Regulation of the Mass Media	3
COMM 4180	Capstone Experience in Communication	1

Public Relations Track

COMM 3370	Advanced Public Relations	3
COMM 4335	Social Media for Communicators	3
COMM 4391	Upper-Level Public Relations Seminar	3
COMM 4197	Internship: Public Relations	1
COMM 4197	Internship: Public Relations	1
COMM 4197	Internship: Public Relations	1

Electives **27 Hours**

UPPER LEVEL ELECTIVES **20**

You need 20 additional hours to reach your minimum 36 UL required hrs.

ELECTIVES **7**

You need 7 additional hours to reach your minimum 120 required hrs.

Total Hours

Academic Core for B.A.	60
B.A. Mass Communication Major Required Courses	33
Upper Level Electives	20
Electives	7
Total hours required for graduation	120

Additional Graduation Requirements

Minimum Upper Level hours	36
Minimum hours taken at UMHB	30
Minimum Upper Level hours taken at UMHB	24
Minimum cumulative GPA	2.0