

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

2022-2023 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 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	Introduction to the Theatre	3

### FOREIGN LANGUAGE 14

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

### LAB SCIENCE 4

-	Laboratory Science Course	4
---	---------------------------	---

### PUBLIC SPEAKING 3

COMM 1320	Public Speaking	3
-----------	-----------------	---

### MATHEMATICS 3

MATH 1304	Survey of Mathematics or higher	3
-----------	---------------------------------	---

### LITERATURE OR HUMANITIES 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 2310	State and Federal Government I	3
POLS 2311	State and Federal Government II	3

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

ARTS 2354	World Art	3
EXSS 2353	Lifespan Nutrition	3
HIST 1311	History of World Civilizations to 1500	3
HIST 1312	History of World Civilizations since 1500	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
HIST 1311	History of World Civilizations to 1500	3
HIST 1312	History of World Civilizations since 1500	3
MUSI 2358	World Music	3
PHIL 2315	Introduction to Philosophy	3

### FRESHMAN SEMINAR 1

UMHB 1101	Freshman Seminar	1
-----------	------------------	---

### CHAPEL – 1 to 4 credits

UMHB 1002	Chapel
-----------	--------

### Fine Arts Experience – 2 to 8 credits

UMHB 1005	Fine Arts Experience
-----------	----------------------

## Mass Communication – Public Relations Track

### 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

### Upper Level Electives Electives

20 Hours  
7 Hours

### Total Hours

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

### 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