

## Mass Communication Major (45 credits)

### Inquiry Core (12 credits)

210 Visual Comm.	308 Research	400 Theory	405 Issues/Ethics
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### Options (33 sh)

Advertising Option Required (24 credits)	Journalism Option Required (27 credits)	Public Relations Option Required (24 credits)	Creative Digital Media Option Required (15 credits)
172 Print/Web	100 Media/Society	172 Print/Web	173 Audio/Video Prod.
173 Audio/Video Prod.	172 Print/Web	173 Audio/Video Prod.	221 CDM Storytelling
260 Principles of Ad.	173 Audio/Video Prod.	240 Principles of PR	271 Interactive Envir. (fall only)
339 Strat. Social Media	232 News Writing (fall only)	339 Strat. Social Media	274 CD A/V Production (spring only)
360 Ad Copy Writing	300 Media Law	345 PR Writing	425 CDM Capstone (spring only)
361 Media Plan/Buy (fall only)	332 News Gathering (spring only)	346 PR Tech/Strat	499 Assessment Portfolio (0 credits)
362 Ad Design	334 Feature Writing (fall only)	340 PR Cases (spring only)	
460 Ad Campaigns (spring only)	353 Multimedia News (spring only)	440 PR Campaigns (spring only)	
499 Assessment Portfolio (0 credits)	437 Public. Practicum (spring only)	499 Assessment Portfolio (0 credits)	
	499 Assessment Portfolio (0 credits)		
Option Electives (9 credits)	Option Electives (6 credits)	Option Electives (9 credits)	Option Electives (18 credits)
202 Creat/Innovation	215 Photo Tech Art	202 Creat/Innovation	215 Photo Tech Art
215 Photo Tech Art	240 Princ/PR	215 Photo Tech Art	243 Game Design
240 Principles of PR	305 Media History	232 News Writing	300 Media Law
280 Media Literacy	310 PhotoJ & Doc	260 Principles of Adv.	305 Media History
300 Media Law	311 Topics in Media	280 Media Literacy	307 Media Lab (spring only)
305 Media History	316 Exp. Vis. Comm.	300 Media Law	311 Topics in Media
311 Topics in Media	325 Broadcast Journ	305 Media History	316 Exp. Vis. Comm.
316 Exp. Vis. Comm.	336 News Editing	311 Topics in Media	319 Studio Photo
356 Med/Soc Intl	339 Strat. Social Media	316 Exp. Vis. Comm.	328 Advanced Audio
399 Internship	356 Med/Soc Intl	353 MultiMed News	339 Strat. Social Media
450 Global Media	399 Internship	356 Med/Soc Intl	349 Advanced CDM (fall only)
MKTG 300 Prin/Mkt	450 Global Media	399 Internship	353 Multimedia News
MKTG 344 Buy Behav		450 Global Media	356 Med/Soc Intl
		MKTG 300 Prin/Mkt	371 Adv Interact. Env.
		MKTG 344 Buy Behav	399 Internship
			450 Global Media
			CS 116 Web Technol

MCOM General Education Courses: 100 Media & Soc (9); 115 Photo Apprec (6b); 221 CDM Storytelling (6a); 243 Game Design (6b); 280 Media Literacy (9)

Other MCOM Courses: 175 Computer Apps; 380 Identity/Media; 399 Internship; 409 Independent Study; 430 Spec. Reporting

**Notes:**

- A 2.5 GPA is required for all 3XX and 4XX level MCOM classes
- MCOM 172, 173, 175, 210, 215, and 339 are restricted to MCOM and selected other majors/minors.
- MCOM 425, 437, 440, and 460 are restricted to specific MCOM options.
- All other MCOM courses are open to all majors/minors/options, pending completion of any prerequisites.
- A minor is required for all major options

*updated 2020*