

## **Mass Communication Major**

To earn a degree in Mass Communication, students must complete 36 hours of course work, 27 hours in required courses and 9 hours in electives. All Mass Communication majors must complete the following core requirements: 110, 171, 269, 327 and 465 **and Stat 145 Introduction to Statistics. Majors must take 80 or more semester hours in courses outside the department, with no fewer than 65 semester hourx in the basic liberal and sciences.**

Mass Communication majors must also complete 12 hours in one of either advertising or public relations. The concentration courses should be taken in order.

### **Advertising**

380 Introduction to Advertising  
381 Advertising Media Planning  
384 Advertising Creative  
482 Advertising Campaigns

### **Public Relations**

385 Introduction to Public Relations  
386 Writing for Public Relations  
485 Public Relations Case Studies  
489 Public Relations Campaigns