

- settings. Prerequisite: COMM 2315, 2330, or 2338.
- 4111 Practicum in Communication Studies. (0-1) On-the-job experience working with faculty to assist with the department missions of teaching, research or service. Students may work in the department communication lab, assist faculty in the classroom, serve as faculty research assistants or other academic support tasks. May be repeated one time for additional credit. Prerequisites: Senior class standing and permission of department chair; Full major or minor status.
- 4307 Media Criticism. (3-0) Explores the influence of media messages based upon communication and rhetorical theories in shaping perceptions and values. Focus is upon the rhetorical analysis of how the visual media of film and television communicate social, political, and personal attitudes and behaviors. Prerequisites: COMM 2338; Full major or minor status.
- 4310 Methods of Teaching Communication Studies. (3-0) A study of methods of teaching communication studies principles and skills for secondary school teachers. Prerequisites: Permission of instructor; Full major or minor status. (WI)
- 4315 Directed Research in Communication Studies. (3-0) Individual or group research projects at the advanced level that are not offered in the present curriculum. Permission and project approval must be obtained from the departmental chair prior to registration. May be repeated with different emphasis for additional credit. Prerequisites: Permission of instructor; Full major or minor status.
- 4320 Directed Communication Studies and Theatre Activities. (3-0) Designed to assist individuals to manage and implement programs in communication studies and theatre. The course includes practical experience in directing debate, plays, and individual events. Repeatable for credit with different emphasis. Prerequisites: COMM 3345 or permission of instructor; Full major or minor status.
- 4321 American Speeches. (3-0) Analysis and evaluation of major American speeches and their influence on the history and culture of the United States from 1630 to the present. Prerequisites: COMM 2338; Full major or minor status.
- 4322 Rhetoric of Protest Movements. (3-0) Explores the persuasive strategies used by protest and political movements to promote social and political change. Focuses upon the application of critical perspectives in understanding the stages, leadership styles, and rhetorical appeals characteristics of movements in American society. Prerequisites: COMM 2338; Full major or minor status. (MC)
- 4324 Organizational Rhetoric. (3-0) Guided by principles of rhetoric, students will investigate a variety of functions for internal and external audiences. Functions will include building identity; managing issues, impressions, and crisis; and influencing organizational culture. Students will use this knowledge to create and analyze organizational messages. Prerequisite: COMM 2338.
- 4325 Communication and Technology. (3-0) A course designed to focus on research and theories about the relationships between technology and communication behavior. Topics include how various forms of telephony, computer use, computer mediated communication, and broadcast media affect interpersonal, organizational, political, and intercultural communication. Prerequisite: COMM 2315, 2330, or 2338.
- 4326 Health Communication. (3-0) This course is intended to provide students with the practical knowledge and skills to help design, implement, and evaluate health communication campaigns and interventions. Prerequisite: COMM 2315, 2330, or 2338.
- 4329 Communication Training and Human Resource Development. (3-0) This course presents the principles and skills of developing and presenting communication training programs. An emphasis is placed upon applications of communication skill development, communication theory, and instructional communication research in organizational contexts. Prerequisites: COMM 2315, 2330, and 2338.
- 4331 Persuasion. (3-0) An investigation of rhetorical and behavioral theories of persuasion, the devising of persuasive campaigns, as well as the consumption and generation of persuasive messages in a variety of communication settings. Applicable for careers in business, law, and human relations. Prerequisites: COMM 2315 or 2338; Full major or minor status.
- 4338 Advanced Public Speaking. (3-0) In-depth critical analysis of speech construction and the development of presentation skills. Prerequisites: COMM 2338; Full major or minor status.
- 4345 Political Communication. (3-0) A study of historical and contemporary political campaigns in the United States analyzing management strategies, promotional techniques, and rhetorical messages. Prerequisites: COMM 2338; Full major or minor status.
- 4347 Leadership and Communication. (3-0) An advanced course in communication designed to examine in detail the phenomenon of leadership in groups and organizations. Various theories and approaches to leadership will be surveyed with an emphasis on applying leadership principles. Prerequisites: COMM 2330; Full major or minor status.
- 4390 Communication Internship. (0-6) Actual on-the-job experience in a communication-related role in an approved organization; requires permission of instructor, a minimum of 150 clock hours on the job, a written contract with the internship coordinator, and written research reports. Prerequisites: COMM 3319 or 4347 with a grade of B, and a full major or minor status. Students cannot gain more than three hours credit for COMM 4390.

## School of Journalism and Mass Communication

Old Main 102

T: 512.245.2656 F: 512.245.7649

[www.masscomm.txstate.edu](http://www.masscomm.txstate.edu)

### DEGREE PROGRAMS OFFERED

BA, major in Mass Communication

BA, major in Mass Communication-Advertising

BA, major in Mass Communication-Electronic Media

BA, major in Mass Communication-Journalism

BA, major in Mass Communication-Public Relations

### MINORS OFFERED

Journalism

## Mass Communication

The School of Journalism and Mass Communication is an ACEJMC accredited program that offers a curriculum that introduces students to the broad framework of mass communication, emphasizing what is common and fundamental to advertising, broadcasting, journalism and public relations.

The mission of the School of Journalism and Mass Communication is to pursue excellence. Our programs strive to cultivate strong professional, research, theoretical, critical and ethical skills in a diverse and engaging environment that prepares students to be socially responsible media professionals, scholars and citizens. Students may earn a Bachelor of Arts in mass communication, mass communication-advertising, mass communication-electronic media, mass communication-journalism or mass communication-public relations.

Students may gain experience by working in student media, such as the *University Star*, KTSW 89.9 FM, *Bobcat Update*/Channel 23 News, and through internships outside the school. They also have the opportunity to participate in intercollegiate competitions through organizations such as the American Advertising Federation, Public Relations Society of America, Texas Intercollegiate Press Association, National Broadcast Society, and the Society of Professional Journalists.

To earn a Bachelor of Arts degree in Mass Communication, students must complete 120 semester hours, which includes the general education requirements, BA degree requirements, 33 hours in Mass Communication, and a minor outside the school. No more than 40 hours of Mass Communication may be counted toward degree requirements.

Because 21 hours of the 33-hour Mass Communication major must be advanced (junior-senior) hours, community college transfer students may apply no more than 12 semester credit hours of mass communication transfer courses to their degree. Transfer students from four-year institutions may apply no more than 15 semester credit hours of mass communication transfer courses to their degree. Regardless of transfer coursework at least 18 hours of the major coursework must be earned at Texas State.

### Special Requirements

1. Any student admitted to Texas State may declare and be admitted to the program under a temporary status called pre-mass communication. Once a student has accumulated at least forty-five credit hours and meets the requirements outlined below, the student will be admitted to the school in full-major status. Students who fail to meet these requirements will not be admitted to the major. A grade of a "C" or higher in the following courses or their equivalents: ENG 1310, ENG 1320, COMM 1310 and MC 1301. An overall GPA of at least a 2.5 on a 4.0 scale. A passing score on the school's grammar, spelling and punctuation (GSP) test. Students who have not met the university's computer literacy requirement will need to complete CS 1308, or its equivalent, with a grade of "C" or higher.

2. General education core curriculum options should be discussed with a Mass Communication academic advisor. Requirements and choices are listed in the University College section.
3. The Bachelor of Arts degree requires 6 hours of English literature, 2310 and 2320 of a modern language and SOCI 3307.
4. The Grammar, Spelling and Punctuation test (GSP) is given by the Texas State Testing, Research-Support and Evaluation Center on the main campus. The GSP is administered weekly; call 512.245.2276 for testing times. The test can only be taken a maximum of three times, and there is a fee of \$40 per test. Students enrolled at the Round Rock Center should call the One Stop Center at (512) 716-4000 for testing information.
5. Advising. In an effort to promote the academic welfare of all Mass Communication students, the school requires that all pre-major mass communication majors be academically advised each semester before they register. An advisor is available year round to assist all Mass Communication students with academic issues and concerns. Students should contact a Mass Communication Academic Advisor at (512) 245.2656 to schedule an appointment.
6. All students must earn a "C" or higher in each of five core courses in Mass Communication, which include: MC 1301-Introduction to Mass Communication, MC 1313-Writing for Mass Media, MC 4301-Mass Communication Law, one course chosen from: MC 3355-Mass Media and Society, MC 4302-History of Mass Media or MC 4310-International Communication and one course chosen from MC 3319-Visual Communication, MC 3311-Video Production, MC 3390-Publication Design and Production, MC 4304 Advertising Strategy and Execution-Portfolio, MC 4309 Visual Literacy: Film, MC 4312-Photojournalism or MC 4315 Web Design and Publishing.
7. Students must earn a "C" or higher in all prerequisite courses.
8. At the Round Rock Center only the Bachelor of Arts in Mass Communication degree program is offered.

### Mass Communication Specializations

In addition to core MC courses, the school offers courses to prepare students for work within all areas of mass communication. Students may concentrate their study in Advertising, Electronic Media, Journalism or Public Relations, or elect a general Mass Communication course of study. Students must complete an additional 18 hours from one of these areas. They should see a Mass Communication Academic Advisor in the school office for assistance in planning their programs in these areas of study.

### Advertising

The Advertising sequence aims to help students sharpen their creativity and learn how to solve clients' problems. To the end, the Advertising sequence offers courses that cover the major job descriptions of advertising, such as account management, creative, and media. From the courses, students will get exposed to various issues in the field and learn the skills that are needed to become professional. Further, students will have opportunities to participate in extracurricular activities designed to train and prepare

students for the job market through AAF (American Advertising Federation) student advertising competition and Ad Club.

### Electronic Media

The Electronic Media sequence offers courses designed to prepare students for careers in broadcasting, cable, satellite and new media. The courses emphasize journalism, audio and video production, management, and programming by combining skills instruction with decision-making opportunities, which students put into practice while working for student media. Electronic media sequence students receive hands-on experience while working for radio station KTSW, a cable access television channel, and online. Students are also encouraged to seek internships in professional media organizations off-campus.

### Mass Communication

The Mass Communication sequence emphasizes theory and research for students interested in graduate school and also provides flexibility for students to study other areas of mass communication.

### Journalism

The journalism sequence prepares students to be reporters, editors, designers and visual journalists. An emphasis is placed on writing and multimedia skills. Students are encouraged to work with campus media outlets, including the University Star newspaper, and to seek internships with media organizations off campus.

### Public Relations

Based on the skills of writing, graphics and internet tools, public relations students learn to develop strategies to effectively communicate carefully designed messages to audiences important to their organizations. Students have opportunities to practice their skills in Bobcat PRomotions, the student-run public relations agency, and in internships in Texas and major cities in the United States.

Bachelor of Arts Major in Mass Communication Minimum required: 120 semester hours							
Freshman Year		Sophomore Year		Junior Year		Senior Year	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
COMM 1310	3	ENG Literature	3	ART, DAN, MU, TH 2313	3	MC 3383, 4305	6
ENG 1310, 1320	6	PHIL 1305	3	MC 3360	3	MC 4301, 4302 or 4310	6
Mathematics Component	3	MC 1313, 3355	6	MC advanced elective	6	Minor	12
US 1100	1	Natural Science Component	4	Minor	6	Advanced Free Electives	3
POSI 2310	3	Modern Language 1410, 1420	8	Modern Language 2310, 2320	6		
HIST 1310	3	HIST 1320	3	SOCI 3307	3		
MC 1301, Visual Communication Component*	6	POSI 2320	3	ENG Literature	3		
Natural Science Component	3			PFW one course	1		
Social Science Component	3						
PFW one course	1						
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4315	3						
<b>Total</b>	<b>32</b>	<b>Total</b>	<b>30</b>	<b>Total</b>	<b>31</b>	<b>Total</b>	<b>27</b>

Bachelor of Arts Major in Mass Communication-Advertising Minimum required: 120 semester hours							
Freshman Year		Sophomore Year		Junior Year		Senior Year	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
COMM 1310	3	ENG Literature	3	ENG Literature	3	MC 4307	3
ENG 1310, 1320	6	PHIL 1305	3	ART, DAN, MU, TH 2313	3	MC 3373, 3379, 4303, 4304, 4306, or 4316D	3
Mathematics Component	3	MC 1313, 3367	6	MC 3368, 3372, 4316F	9	MC 4301, 3355 or 4302 or 4310	6
US 1100	1	Natural Science Component	4	Minor	6	Minor	12
POSI 2310	3	Modern Language 1410, 1420	8	Modern Language 2310, 2320	6	Advanced Free Electives	3
HIST 1310	3	HIST 1320	3	SOCI 3307	3		
MC 1301, Visual Communication Component*	6	POSI 2320	3	PFW one course	1		
Natural Science Component	3						
Social Science Component	3						
PFW one course	1						
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4315	3						
<b>Total</b>	<b>32</b>	<b>Total</b>	<b>30</b>	<b>Total</b>	<b>31</b>	<b>Total</b>	<b>27</b>

Bachelor of Arts Major in Mass Communication-Electronic Media Minimum required: 120 semester hours							
Freshman Year		Sophomore Year		Junior Year		Senior Year	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
COMM 1310	3	ENG Literature	3	ENG Literature	3	MC 3312	3
ENG 1310, 1320	6	PHIL 1305	3	ART, DAN, MU, TH 2313	3	MC 3307, 3310, 3375, 4330, 4356D or 4356I	3
Mathematics Component	3	MC 1313, 3374	6	MC 3306, 3311, 3394	6	MC 4301, 3355 or 4302 or 4310	6
US 1100	1	Natural Science Component	4	Minor	6	Minor	12
POSI 2310	3	Modern Language 1410, 1420	8	Modern Language 2310, 2320	6	Advanced Electives	3
HIST 1310	3	HIST 1320	3	SOCI 3307	3		
MC 1301, Visual Communication Component*	6	POSI 2320	3				
Natural Science Component	3	PFW one course	1				
Social Science Component	3						
PFW one course	1						
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4315	3						
<b>Total</b>	<b>32</b>	<b>Total</b>	<b>31</b>	<b>Total</b>	<b>30</b>	<b>Total</b>	<b>27</b>

Bachelor of Arts Major in Mass Communication-Journalism Minimum required: 120 semester hours							
Freshman Year		Sophomore Year		Junior Year		Senior Year	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
COMM 1310	3	ENG Literature	3	ENG Literature	3	MC 4312 or 4356B or 4356C	
ENG 1310, 1320	6	PHIL 1305	3	ART, DAN, MU, TH 2313	3	or 4356D or 4356F or 4356G or	
Mathematics Component	3	MC 1313, 3374	6	MC 3320, 3383, 3390 or		4356I	3
US 1100	1	Natural Science Component	4	4315	9	MC 4330 or MC Advanced	
POSI 2310	3	Modern Language 1410, 1420	8	Minor	6	Elective	3
HIST 1310	3	HIST 1320	3	Modern Language 2310, 2320	6	MC 4301, 3355 or 4302 or	
MC 1301, Visual Communication Component*	6	POSI 2320	3	SOCI 3307	3	4310	6
Natural Science Component	3	PFW one course	1			Minor	12
Social Science Component	3					Advanced Free Electives	6
PFW one course	1						
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4315	3						
<b>Total</b>	<b>32</b>	<b>Total</b>	<b>31</b>	<b>Total</b>	<b>30</b>	<b>Total</b>	<b>27</b>

Bachelor of Arts Major in Mass Communication-Public Relations Minimum required: 120 semester hours							
Freshman Year		Sophomore Year		Junior Year		Senior Year	
Course	Hr	Course	Hr	Course	Hr	Course	Hr
COMM 1310	3	ENG Literature	3	ENG Literature	3	MC 4313, 4320	6
ENG 1310, 1320	6	PHIL 1305	3	ART, DAN, MU, TH 2313	3	MC 4301, MC 3355 or 4302 or	
Mathematics Component	3	MC 1313, 3343	6	MC 3360, 3390 or 4315,		4310	6
US 1100	1	Natural Science Component	4	3383	9	Minor	12
POSI 2310	3	Modern Language 1410, 1420	8	Minor	6	Advanced Free Electives	3
HIST 1310	3	HIST 1320	3	Modern Language 2310, 2320	6		
MC 1301, Visual Communication Component*	6	POSI 2320	3	SOCI 3307	3		
Natural Science Component	3	PFW one course	1				
Social Science Component	3						
PFW one course	1						
*3 hours from: MC 3319, 3311, 3390, 4304, 4309, 4312 or 4315	3						
<b>Total</b>	<b>32</b>	<b>Total</b>	<b>31</b>	<b>Total</b>	<b>30</b>	<b>Total</b>	<b>27</b>



## Minor in Mass Communication

A minor in Mass Communication requires 18 hours, including MC 3343, 3355, 3367, 4302, and 6 hours selected from MC 1301, 3375, 4303, 4308, 4309, 4310, 4376A, 4318, MC 4319, MC 4382L, MC 4382M, MC 4382N, MC 4382O or MC 4382P.

## Minor in Journalism

A minor in Journalism requires 18 hours, including MC 1301, 1313, 3374, 3383, 3390, 4301, and a passing score on the GSP test. The GSP must be passed to enroll in any course beyond MC 1301.

Students seeking teacher certification under an academic major other than Mass Communication may select a second teaching field in Journalism by completing MC 1301, 1313, 3374, 3383, 3390, and 4301. A passing score on the GSP test is also required.

## Courses in Mass Communication (MC)

- 1100 Special Topics in Mass Communication. (1-0) Intensive look at special topics in mass communication.
- 1100A Careers in Media. (1-0) Students engage in career exploration in the media professions.
- 1100B Grammar for Journalists. (1-0) Students refine their English grammar skills to a proficiency level needed to be successful journalists.
- 1301 (COMM 1307) Introduction to Mass Communication. (3-0) A survey of the mass media and other areas of mass communication designed to acquaint the student with the field of communication and what it offers.
- 1313 (COMM 2311) Writing for the Mass Media. (2-2) An introduction to the major forms of writing for the mass media: advertising, broadcasting, print journalism and public relations. Prerequisite: Full major status and typing skill. (WI)
- 2111 Media Practicum. (0-4) Students perform supervised media work of at least 60 hours for the semester. Credit requires prior written contract with a supervising faculty member. May be repeated twice. Graded on a credit (CR), no-credit (F) basis.
- 3306 Writing for the Electronic Media. (2-2) The study and practice of writing copy for the electronic media, including the composition of commercials, news stories, public service announcements, promotions and documentaries. Prerequisites: Full major status, MC 1313. (WI)
- 3307 Audio Production. (2-4) The basics of digital audio production with emphasis on techniques used in producing commercials, public service announcements and promotions. Lab requirements include a regular air-shift on the campus radio station and structured group meetings.
- 3310 Radio News. (2-4) Standard theory and practice of radio news production, including digital recording and editing of sound, and the writing and presentation of news copy. Students will deliver newscasts for the campus radio station. Prerequisites: Full major status, MC 1313. (WI)
- 3311 Video Production. (2-4) Basics of analog and digital video production. Emphasis on techniques used in producing newscasts, commercials, public service announcements, promotions. Lab requirements include field and studio production. Prerequisite: Full major status.
- 3312 Television News. (1-7) Standard theory and practice of electronic news gathering and production, including writing copy to match video and synchronization of audio and video

in news stories. Students work on a campus news program. Prerequisites: Full major status, MC 3306, 3311. (WI)

- 3319 Visual Communication. (3-0) This course studies the principles, theories, and language of visual communication, emphasizing the evaluation and use of images in mass media. It is designed to help you integrate words and pictures in mass communication and to gain a greater appreciation of our visual world.
- 3320 Advanced Media Reporting & Writing. (2-2) Integrating writing and reporting skills to produce in-depth stories using multiple sources of information. Techniques of investigative reporting, online, database resources, social science reporting and feature writing with emphasis on understanding the appropriate approach. Prerequisites: Full major status, MC 1313. (WI)
- 3343 Introduction to Public Relations. (3-0) The introductory course for the public relations sequence. Explores the functions of public relations in the information age and its role in corporations, companies, government offices, non-profit organizations and public relations agencies.
- 3355 Mass Media and Society. (3-0) An examination of the roles of the mass media in American society, including an analysis of the philosophical basis of media structure; mass media as business; media effects on public issues, morals and tastes; and other contemporary issues.
- 3360 Research Methods in Mass Communication. (3-0) Study of the principles, techniques and problems of quantitative and qualitative research as they relate to mass communication. Prerequisite: Full major status.
- 3367 Advertising. (3-0) A broad overview of advertising including history, role and responsibility, and impact of the digital revolution. Key topics will be research, account service, media planning, creative, sales promotion, public relations, campaigns, and the advertising agency.
- 3368 Advertising Copywriting. (2-2) Study of writing and producing advertising copy for print, broadcast and digital media. Emphasis on formative research, market and consumer analysis and the creative process. Prerequisites: Full-major status, MC 1313, 3367. (WI)
- 3372 Advertising Media Planning. (3-0) Study of planning and buying messages in traditional and new media to creatively and effectively reach targeted prospects. Attention is given to media characteristics, scheduling, testing and buying efficiencies. Prerequisites: Full major status, MC 1313, 3367.
- 3373 Broadcast Commercial and Promotion Writing. (2-2) Writing and producing radio scripts and television storyboards for commercial messages. Study will include audiences, programming, research and copytesting, and regulations. Spot announcements will be produced for class. Prerequisites: Full major status, MC 1313, 3367. (WI)
- 3374 Information Gathering and Analysis. (3-0) Study of techniques for locating, retrieving, assessing and verifying information from a multitude of sources to be used in mass communication. Interviewing, fact verification, use of libraries and computerized data bases, access to government proceedings and documents and interpreting statistics. Prerequisite: Full major status, MC 1313.
- 3375 Programming in Electronic Media. (3-0) Study of the principles and strategies of winning audiences for the electronic media: television radio, cable, satellite and the internet.

- 3379 Advertising and Public Relations Management. (3-0) Study of managerial problems in advertising and public relations programs. Case study approach to setting goals, developing strategy, budgeting and working in a client-agency relationship. Prerequisites: Full major status, MC 1313, 3343 or 3367.
- 3383 Editing for Clear Communication. (2-2) A course designed to help writers divorce themselves from the creative process and function as editors of their own work and the work of others, focusing on meaning, accuracy, logic, language, sense, organization, style, and form appropriate to audience and medium. Prerequisites: Full major status, MC 1313. (WI)
- 3390 Publication Design & Production. (2-2) Study of advanced editing principles, including design and production skills for print and online material. Students will edit both copy and graphics and design publications. Prerequisite: Full-major status.
- 3394 Management of Electronic Media. (3-0) The study of the management of electronic media, including sales, federal regulation, and responsibilities to society, community and stockholders. Prerequisite: Full major status.
- 4130 Internship. (0-5) Requires a minimum of 100 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than three hours of credit for any combination of: MC 4130, 4230 and 4330. Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.
- 4230 Internship. (0-10) Requires a minimum of 150 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than three hours of credit for any combination of: MC 4130, 4230 and 4330. Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.
- 4301 Media Law and Ethics. (3-0) A study of law governing print, advertising, electronic media and public relations. Prerequisites: Full major status, MC 1313.
- 4302 History of Mass Media. (3-0) Students will study the development of mass media, advertising and public relations in the United States from 1690 to the present.
- 4303 International Advertising. (3-0) Overview of international marketing and advertising; problems and opportunities of a global economy.
- 4304 Advertising Strategy and Execution-Portfolio. (2-2) Course emphasizes projects that allow students to learn how to produce and display professional portfolios to enhance their employment opportunities. Prerequisites: Full major status, MC 1313, 3367.
- 4305 Theories of Mass Communication. (3-0) A study of the predominant theories of communication, including mass media effects, functions and controls. Prerequisites: Full major status. (WI)
- 4306 Advertising Competition. (3-0) The course will focus on developing an integrated marketing communications campaign for a national client as part of the National Student Advertising Competition. Students will create a campaign from the developmental through the execution process. Prerequisite: Consent of instructor.
- 4307 Advertising Campaigns. (3-0) Development, coordination and evaluation of complete advertising campaigns for specific clients. Students will conduct market research, formulate objectives and strategies, recommend media plans and develop creative executions through plans books and presentations. Prerequisites: Full major status, MC 3368, 3372. (WI)
- 4308 Women and Minorities in the Media. (3-0) Analysis of the images of women and minorities in the media and their status as media professionals. Includes study of the alternative media. (MC)
- 4309 Visual Literacy: Film. (3-0) The course will teach how meaning is constructed in visual images by using film as a practical medium. It provides the necessary skills to critique and create effective images. It is especially useful for students majoring in image-based sequences of the mass communication major, particularly broadcasting and advertising.
- 4310 International Communication. (3-0) A study of media systems worldwide in different socioeconomic contexts and an examination of patterns of international communication flow.
- 4311 Independent Study: Advertising, Broadcasting, Print Journalism, Public Relations. (0-12) Students complete an academic project requiring the equivalent of 160 hours work. Requires prior written contract with faculty member and portfolio of completed work. Cannot be repeated. Graded on a credit (CR), no-credit (F) basis.
- 4312 Photojournalism. (2-2) Students will develop skills in camera operation, learn computer software applications, learn how to combine words with stories, and how to make layouts and designs for print and multimedia. Students will learn basic analog and digital camera operations, and how to process digital images for the Web and for printing.
- 4313 Writing for Public Relations. (2-2) An examination and application of the writing skills required in public relations. Competency is developed in writing news releases, feature articles, newsletters, advertising copy, magazine articles and brochure copy. Prerequisites: Full major status, MC 1313, 3343, and 3383. (WI)
- 4315 Web Design Publishing. (2-2) Students will develop skills in web page construction including Web editing, image and graphic manipulation, animation, and audio and video editing. The course will cover the topics of design, content, and accessibility, as well as important social and ethical issues associated with online publishing. Prerequisite: Full-major status.
- 4316 Special Topics in Advertising. (3-0) Intensive look at special advertising topics. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313, 3367.
- 4316D Advertising Media Sales (3-0) An overview of advertising, media selling, and salesmanship, sales strategies, sales management, and case histories designed to acquaint students with a vital function of the business. Prerequisites: Full major status, MC 1313, 3367.
- 4316F Account Planning (3-0) Hands-on introduction to applied advertising research and account planning. Primary, survey and qualitative research methods are designed, executed and present by students for the purpose of integrating the consumer's perspective into creative strategy. Prerequisites: Full-major status, MC 1313, 3367.
- 4318 Media Ethics. (3-0) The study of freedom and responsibilities of the mass media practitioners and institutions, explored within the framework of ethical theories. Consideration of values, codes of ethics, moral development, professionalism

- and institutional constraints as applied to the media of information, persuasion and entertainment will be examined.
- 4319 *Latinas/Latinos and the Media.* (3-0) The course focuses on demographic developments related to Latinos in the US; their portrayals in the media; the effects those portrayals; the history and current status of selected Latino-oriented media and ancillary media companies and organizations; and the role of the media in Latino politics.
- 4320 *Public Relations Campaigns.* (3-0) A comprehensive study of effective public relations in a modern society. Students learn the professional approach to the practice of public relations that includes internet applications and how to evaluate its function and value while applying ethical standards of conduct. Prerequisites: Full major status, MC 4313. (WI)
- 4330 *Internship.* (0-15) Requires 180 hours of off-campus experience, written contract with internship coordinator and portfolio of completed work. Students cannot gain more than three hours of credit for any combination of: MC 4130, 4230 and 4330. Prerequisites: 60 credit hours, full-major status, good academic standing and appropriate sequence coursework.
- 4336 *Special Topics in Electronic Media.* (3-0) Intensive look at special topics in the electronic media. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313, 2319.
- 4336B *Documentaries.* (3-0) A course in reporting and production of comprehensive public affairs and feature stories for the electronic media. Prerequisite: MC 3312. (WI)
- 4356 *Special Topics in Reporting.* (3-0) Intensive look at special topics in reporting. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313.
- 4356A *Science Writing and Reporting.* (3-0) Students learn to interpret complex concepts and present accurate, engaging news and feature stories about the latest research. Prerequisites: Full major status, MC 1313.
- 4356B *Editorials, Columns, and Reviews.* (3-0) The study and writing of newspaper, magazine and online editorials, columns, and books, film and music reviews. Prerequisites: Full major status, MC 1313.
- 4356C *Community Affairs.* (2-2) A lecture-discussion course, dealing with the coverage of local economy and business, government and social services functions as well as political activities like elections and lobbying efforts. Prerequisites: Full major status, MC 1313.
- 4356D *Sports as News.* (2-2) Problems in print and radio-television media coverage of athletic events. Prerequisites: Full major status, MC 1313. (WI)
- 4356F *Feature Writing.* (2-2) A course designed to expose students to the art of feature writing through the study of acclaimed works of literary journalism. Students will develop a narrative voice of their own while studying and analyzing the techniques of a diverse group of writers. Prerequisites: Full major status, MC 1313. (WI)
- 4356G *Magazine Writing.* (2-2) This course introduces students to long form nonfiction writing for magazines. Crafting longer pieces requires a honed set of skills that includes deft interviewing and observation, an understanding of structure and pace and powers of discernment and nuance. Prerequisites: Full major status, MC 1313. (WI)
- 4356H *Multimedia Journalism.* (3-0) Students will be introduced to topics related to online journalism. Topics covered will include the online journalism profession, Web credibility, online reporting sources, cyberlaw including libel and copyright, blogging and podcasting, and basic multimedia design. Students will both critique and create online materials. Prerequisites: Full major status, MC 1313.
- 4356I *Visual Storytelling.* (3-0) This course is an introduction to basic elements of video journalistic storytelling for today's converged newsrooms. Students gather information using journalism practices, such as in-person interviews, and learn to use video newsgathering technologies to produce stories for online and other digital platforms. Prerequisite: Full major status.
- 4376 *Special Topics in Public Relations.* (3-0) Intensive look at special topics in public relations. Repeatable for credit with different emphasis. Prerequisites: Full major status, MC 1313. MC 3343.
- 4376C *Public Relations Case Studies.* (3-0) Public Relations Case Studies will seek, with case studies and problems, to help future practitioners develop agility in the principles and the application of effective two-way communications in a wide variety of situations likely to confront them and their employers. Prerequisites: Full major status, MC 1313, MC 3343.
- 4376D *Public Relations Writing & Design.* (2-2) Students will gain a broad understanding of the wide range of print publications and writing assignments found in public relations. They will learn how to research, organize, write and design a variety of print pieces for targeted audiences using a popular design and layout program. Prerequisites: Full major status, MC 1313, MC 3343. (WI)
- 4382 *Special Topics in Mass Communication.* (3-0) Intensive look at special topics in Mass Communication.
- 4382L *Feature Writing and Freelancing.* (3-0) This course is designed to introduce students to the technical expertise, research methods, interviewing skills and narrative techniques pertinent to feature writing. The course also explores how to target a feature story to a specific audience and how to submit feature stories for publication to newspapers and magazines.
- 4382M *Introduction to Multimedia.* (3-0) The course will cover the effects of the internet and related technologies on the fields of journalism, advertising, and public relations. Topics covered will include online journalism, interactive advertising and public relations, search engines, digital divide, cyberlaw, online education, and social networking.
- 4382N *Seminar in American Journalism: National Writers Workshop.* (3-0) This is a seminar in current issues in American journalism. National Writers Workshops bring together journalists to discuss issues in the industry and offer sessions on many media topics. Prior to the NWW we will study the literary form used by presenters and the issues being presented at the workshop.
- 4382O *Travel Journalism.* (3-0) Exploration of techniques of writing journalistic travel narratives for the media. The course may involve travel at the student's own expense.
- 4382P *Health Communication Campaigns.* (3-0) Provides an overview of the theory and practice of designing, producing and evaluating health-communication campaigns. Examines persuasive approaches to behavioral change; audience,



message and channel factors in campaign development. Emphasizes communication approaches, including mass media, social marketing and “new media”. Prerequisite: Upper division standing.

4382Q *Media in Asia and Southeast Asia. (3-0)* This course will study media systems in Asia and Southeast Asia and examine the different socioeconomic contexts and patterns of information flow.

# School of Music

Music Building 101  
T: 512.245.2651 F: 512.245.8181  
www.music.txstate.edu

## DEGREE PROGRAMS OFFERED

BM, major in Music Studies (with All-Level Teacher Certification)  
BM, major in Performance  
BM, major in Jazz Studies  
BS, major in Sound Recording Technology  
BA, major in Music

## MINOR OFFERED

Music

## Mission Statement

The School of Music is committed to excellence in music teaching and learning for all students at Texas State. As a unit within Texas State, we provide a liberal education with emphasis on cultural values by offering special course work in the arts and humanities.

The School of Music offers thorough preparation for careers in music, music education and sound recording. In addition, it provides opportunities for all university students to develop musical skills and cultural understanding. The School also serves as an outstanding cultural resource for the university and San Marcos communities.

Music graduates with teacher certification work as band directors, choir directors, orchestra directors, or general music teachers. Music Performance and Jazz Studies graduates perform, establish their own teaching studios, attend graduate school, or use their music degree as a foundation for their careers. Sound recording graduates work as sound recording engineers, producers, and technicians in the recording and entertainment industries. Bachelor of Arts graduates work in arts administration, musicology, librarianship, music therapy, and other music-related fields such as law, management, and sales. The choices of profession for a student completing a Bachelor of Arts or a Bachelor of Music are numerous.

## Courses Offered

Courses are offered in individual and ensemble performance, music education, history, literature, theory, composition, jazz, and sound recording. All university students, both music majors and non-music majors, are encouraged to participate in performing ensembles. However, due to the limited availability of private applied music instruction, as well as certain other music classes,

the School may use the following criteria for determining students' access to music instruction:

1. studio/class space availability;
2. student's overall musical talent, musical achievement, and performance/teaching potential as determined by audition; and/or
3. academic standing as represented by GPA and other appropriate indicators.

## Admission Requirements

Students wanting to enter the music program as a music major must audition the semester before their desired entrance. Students interested in sound recording technology must complete an additional application and interview.

## Freshman and Transfer Admission

Admission to the School of Music is contingent upon admission to Texas State. In addition to meeting University admission criteria, students intending to major in music must audition on their principal instrument or voice. Admission to the School will be based upon the audition and the available space in each studio. Moreover, a successful audition does not automatically ensure acceptance to Texas State. Prospective music majors will not be permitted to enroll in applied music and other music major classes until they have passed the audition.

Auditions are held periodically throughout the year for enrollment the following academic year. Those prospective music students unable to audition in person due to geographic distance from campus may submit an audio or video recording representative of their performing abilities. Deadline for recorded audition is March 1 (Fall admission) or November 1 (Spring admission). Audition requirements are available upon request and on the School of Music website.

## School Policies

Those planning careers in music must have a high level of musical skill and understanding. To help evaluate musical skills for counseling and placement purposes, the School of Music requires all music majors to pass several evaluations.

## Music Theory Proficiency

All music majors must pass the theory proficiency examination before applying for graduation. A passing score is also a prerequisite for advanced theory coursework. Theory proficiency requirements are available on the School's website.

## Piano Proficiency

All music majors must pass a piano proficiency examination. Students seeking teacher certification must do so no later than the semester before student teaching. All other students must pass their piano proficiency before graduating. Piano Proficiency requirements are available on the School's website.

## Upper-Level Competency Review

The upper-level competency review helps music majors select and pursue the most suitable career. On completion of four long semesters as a music major, the student's total record is reviewed by the music