



2008 – 09 PETITION/PROGRAM SHEET
Degree: Bachelor of Arts
Major: Mass Communication
Concentration: Public Relations/Advertising
www.mesastate.edu/schools/shss/lc/masscomm

About This Major . . .

The Bachelor of Arts degree in Mass Communications provides students with four concentration areas: Broadcasting; News/Editorial; Public Relations/Advertising; and Print Media. The overriding goal in the program is to offer students an opportunity to develop the knowledge, theory and skills that will assist them in securing employment in the broad field of mass communications.

Graduates of Mesa State's Mass Communication Program find successful careers across the country in mass media (magazines, newspapers, radio and TV stations, public relations and advertising) as well as hospitals, banks insurance companies, internet, and other businesses.

POLICIES:

1. It is your responsibility to determine whether you have met the requirements for your degree. Please see the MSC Catalog for a complete list of graduation requirements.
2. You must turn in your "Intent to Graduate" form to the Registrar's Office **by September 15 if you plan to graduate the following May, and by February 15 if you plan to graduate the following December.**
3. This program sheet must be submitted with your graduation planning sheet to your advisor during the **semester prior to the semester of graduation, no later than October 1 for spring graduates, no later than March 1 for fall graduates.**
4. Your advisor will sign and forward the Program Sheet and Graduation Planning Sheet to the Department Head for signature.
5. Finally, the Department Head or the department administrative assistant will take the signed forms to the Registrar's Office. (Students cannot handle the forms once the advisor signs.)
6. If your petition for graduation is denied, it will be your responsibility to reapply for graduation in a subsequent semester. Your "Intent to Graduate" does not automatically move to a later graduation date.

NAME: _____ **STUDENT ID #** _____

LOCAL ADDRESS AND PHONE NUMBER: _____

_____ () _____

I, (Signature) _____, hereby certify that I have completed (or will complete) all the courses listed on the Program Sheet. I further certify that the grade listed for those courses is the final course grade received except for the courses in which I am currently enrolled and the courses which I complete next semester. I have indicated the semester in which I will complete these courses.

Signature of Advisor

Date

Signature of Program Director

Date

Signature of Department Head

Date

Signature of Registrar

Date

Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration.

Degree Requirements:

- 120 semester hours total (A minimum of 28 taken at MSC)
- 40 upper division credits (A minimum of 15 taken within the major at MSC)
- Pre-collegiate courses (usually numbered below 100) cannot be used for graduation.
- 2.00 cumulative GPA or higher in all MSC coursework
- 2.50 cumulative GPA or higher in coursework toward the major content area
- When filling out the program sheet a course can be used only once.
- Program sheets are for advising purposes only. Because a program may have requirements specific to the degree, check with your advisor for additional guidelines, including prerequisites, grade point averages, grades, exit examinations, and other expectations. It is the student's responsibility to be aware of, and follow, all guidelines for the degree being pursued. Any exceptions or substitutions must be approved by the faculty advisor and/or Department Head.
- See the "Undergraduate Graduation Requirements" in the Mesa State College catalog for additional graduation information.

GENERAL EDUCATION REQUIREMENTS (31 semester hours)

See the current Mesa State College catalog for a list of courses that fulfill the requirements below. If a course is on the general education list of options and a requirement for your major, you must use it to fulfill the major requirement and make a different selection within the general education requirement.

Course	No	Title	Sem.hrs	Grade	Term/Trns
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English (6 semester hours, must receive a grade of "B" or better and must be completed by the time the student has 60 semester hours.)

ENGL 111	English Composition	3			
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ENGL 112	English Composition	3			
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(ENGL 129, Honors English, may be substituted for ENGL 111 & ENGL 112.)

Math: MATH 110 or higher (3 semester hours, must receive a grade of "C" or better, must be completed by the time the student has 60 semester hours.)

MATH 1					
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Humanities (3 semester hours)

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Social and Behavioral Sciences (6 semester hours)

Natural Sciences (7 semester hours, one course must include a lab)

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History (3 semester hours)

HIST					
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Fine Arts (3 semester hours)

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Course	No	Title	Sem.hrs	Grade	Term/Trns
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OTHER LOWER DIVISION REQUIREMENTS (6 semester hours)

Kinesiology (3 semester hours)

KINE 100	Health and Wellness	1			
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KINA 1		1			
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KINA 1		1			
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Applied Studies (3 semester hours)

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DEGREE DISTINCTION REQUIREMENTS (6 semester hours)

Two **consecutive** classes in the **same** foreign language. Must receive a grade of "C" or better. FLAS 114 & 115 will **NOT** fulfill this requirement.

FLA					
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FLA					
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MASS COMMUNICATION- PUBLIC RELATIONS/ ADVERTISING MAJOR REQUIREMENTS

(48 semester hours) Must pass all courses with a grade of "C" or higher.

*Students may graduate with multiple concentrations.

Mass Communication Core (24 semester hours)

*MASS 110	Mass Media: Impact & History	3			
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*MASS 201	Writing & Reporting for the Media	3			
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(* Must earn a "C" or higher and a 2.5 GPA in MASS 110 and 201.)

MASS 397	Practicum	1			
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MASS 480	Journalism Law and Ethics	1			
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MASS 490	Theory and Research	3			
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MASS 494	Seminar	3			
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MASS 499	Internship	5+			
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One course selected from MASS 301, 320, or 350 (Must be Outside concentration)

MASS		3			
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Public Relations/Advertising Concentration (24 semester hours)

MASS 303	Public Affairs	3			
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MASS 330	Editing & Publication Design	3			
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MASS 340	Mass Media Advertising	3			
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MASS 350	Public Relations Concepts	3			
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MASS 401	Commercial Copy Writing	3			
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MASS 402	Writing for PR & Advertising	3			
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MASS 410	Content Development for				
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	Web Pages	3			
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MASS 450	Public Relations Campaigns	3			
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Electives or second concentration (All college level courses appearing on your final transcript, **not listed above** that will bring your total semester hours to 120 hours.) (30 semester hours: 4-7 semester hours of upper division may be needed.) Students seeking more than one concentration in Mass Communication may count the additional hours in the other concentration(s) toward the 30 hours of electives needed to make at least 120 total hours required for the B.A. Degree. Likewise, minors can also be counted toward the academic elective hours. Consult with your Mass Communication advisor before enrolling in elective courses outside the program.

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Course	No	Title	Sem.hrs	Grade	Term/Tms	Course	No	Title	Sem.hrs	Grade	Term/Tms
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_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

SUGGESTED COURSE SEQUENCING FOR A MAJOR IN MASS COMMUNICATION – PUBLIC RELATIONS/ADVERTISING CONCENTRATION

This is a recommended sequence of course work. Certain courses may have prerequisites or are only offered during the Fall or Spring semesters. It is the student's responsibility to meet with the assigned advisor and check the 2 year course matrix on the Mesa State website for course availability.

FRESHMAN YEAR

Fall Semester	Hours	Spring Semester	Hours
ENGL 111 English Composition	3	ENGL 112 English Composition	3
MATH XXX (110 or higher)	3	General Education Natural Science	3
General Education Humanities	3	General Education Social/Behavioral Science	3
General Education Applied Studies	3	MASS 201 Writing and Reporting for the Media	3
MASS 110 Mass Media: Impact & History	3	Elective	3
KINE 100 Health and Wellness	<u>1</u>	KINA Activities (2 courses)	<u>2</u>
	16		17

SOPHOMORE YEAR

Fall Semester	Hours	Spring Semester	Hours
General Education Fine Arts	3	General Education Natural Science with Lab	4
General Education Social/Behavioral Science	3	MASS 340 Mass Media Advertising	3
MASS 301 Broadcast Journalism Writing	3	General Education Social/Behavioral Science	3
Degree Distinction Foreign Language	3	Degree Distinction Foreign Language	3
MASS 303 Public Affairs	3	Elective or Minor	<u>3</u>
Elective or Minor	<u>3</u>		16
	18		

JUNIOR YEAR

Fall Semester	Hours	Spring Semester	Hours
MASS 320 Fundamentals of Photojournalism OR	3	MASS 401 Commercial Copy Writing	3
MASS 330 Editing and Publication Design	3	MASS 450 Public Relations Campaigns	3
MASS 397 Practicum	1	MASS 402 Writing for PR and Advertising	3
MASS 350 Public Relations Concepts	3	Elective or Minor	3
Elective or Minor	<u>3</u>	Elective or Minor	<u>3</u>
	13		15

SENIOR YEAR

Fall Semester	Hours	Spring Semester	Hours
MASS 480 Journalism Law and Ethics	3	MASS 494 Seminar	3
MASS 410 Content Development for Web Pages	3	MASS 499 Internship	5
MASS 490 Theory and Research	3	Elective or Minor	3
Elective or Minor	3	Elective or Minor	<u>3</u>
Elective or Minor	<u>2</u>		14
	14		