



**2010-2011 PETITION/PROGRAM SHEET**  
**Degree: Bachelor of Arts**  
**Major: Mass Communication**  
**Concentration: Public Relations/Advertising**  
**[www.mesastate.edu/academics/programs.html](http://www.mesastate.edu/academics/programs.html)**

**About This Major . . .**

The Bachelor of Arts degree in Mass Communications provides students with four concentration areas: Broadcasting; New Media; Public Relations/Advertising; and Journalism. 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 in no fewer than two semesters).
- 40 upper division credits (A minimum of 15 taken at the 300-400 course levels 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.
- A student must follow the MSC graduation requirements either from 1) the program sheet for the major in effect at the time the student officially declares a major; or 2) a program sheet for the major approved for a year subsequent to the year during which the student officially declares the major and is approved for the student by the department head. Because a program may have requirements specific to the degree, the student should check with the faculty advisor for additional criteria. It is the student's responsibility to be aware of, and follow, all requirements for the degree being pursued. Any exceptions or substitutions must be approved by the student's faculty advisor and 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	_____	_____	_____
ENGL 112	English Composition	3	_____	_____	_____

**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)

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

**Social and Behavioral Sciences** (6 semester hours)

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

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	L	_____	_____	_____	_____

**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	_____	_____	_____
KINA 1	_____	1	_____	_____	_____
KINA 1	_____	1	_____	_____	_____

**Applied Studies** (3 semester hours)

_____	_____	_____	_____	_____	_____
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**FOUNDATION COURSES** (12 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 110	Mass Media: Impact & History	3	_____	_____	_____
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MASS 201	Writing & Reporting for the Media	3	_____	_____	_____
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**MASS COMMUNICATION- PUBLIC RELATIONS/**

**ADVERTISING MAJOR REQUIREMENTS**

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

\*Students may graduate with multiple concentrations.

**Mass Communication Core** (18 semester hours)

MASS 320	Fundamentals of Photojournalism	3	_____	_____	_____
MASS 397	Practicum	1	_____	_____	_____
MASS 480	Journalism Law and Ethics	3	_____	_____	_____
MASS 490	Theory and Research	3	_____	_____	_____
MASS 494	Seminar	3	_____	_____	_____
MASS 499	Internship	5+	_____	_____	_____

**Public Relations/Advertising Concentration** (24 semester hours)

MASS 303	Public Affairs	3	_____	_____	_____
MASS 330	Editing & Publication Design	3	_____	_____	_____
MASS 340	Mass Media Advertising	3	_____	_____	_____
MASS 350	Public Relations Concepts	3	_____	_____	_____
MASS 401	Commercial Copy Writing	3	_____	_____	_____
MASS 402	Writing for PR & Advertising	3	_____	_____	_____
MASS 410	Content Development for Web Pages	3	_____	_____	_____
MASS 450	Public Relations Campaigns	3	_____	_____	_____

**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.) (29 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 29 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.

_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____
_____	_____	_____	_____	_____	_____

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

## 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

<b>Fall Semester</b>	<b>Hours</b>	<b>Spring Semester</b>	<b>Hours</b>
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

<b>Fall Semester</b>	<b>Hours</b>	<b>Spring Semester</b>	<b>Hours</b>
General Education Fine Arts	3	General Education Natural Science with Lab	4
General Education History	3	MASS 340 Mass Media Advertising	3
Foreign Language Foundation Course	3	General Education Social/Behavioral Science	3
MASS 303 Public Affairs	3	Foreign Language Foundation Course	3
Elective or Minor	<u>3</u>	Elective or Minor	<u>3</u>
	15		16

### JUNIOR YEAR

<b>Fall Semester</b>	<b>Hours</b>	<b>Spring Semester</b>	<b>Hours</b>
MASS 320 Fundamentals of Photojournalism	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

<b>Fall Semester</b>	<b>Hours</b>	<b>Spring Semester</b>	<b>Hours</b>
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		