

## B.S. IN MASS COMMUNICATIONS

2006-07

### Prerequisites for Admission to Major

Writing	Credits	Grade
ENGL 101 Writing & Rhetoric I (C grade or better required)		
ENGL 200 Writing & Rhetoric II (C grade or better required; must complete 24 credits before enrolling)		

Math & Statistics	Credits	Grade
MATH 131 Intro to Contemporary Math		

Economics	Credits	Grade
ECON 203 Introduction to Economics (OR ECON 210 and 211)		

Natural Sciences: 1 physical science <i>and</i> 1 biology course required. One of the two courses must have a lab. See Approved List D.	Credits	Grade
BIOL		
CHEM or PHYS		
LAB		

MASC Pre-major Classes	Credits	Grade
MASC 101 Mass Communications (Grade of C or better required)		
MASC 203 Writing for Mass Media (Grade of C or better required in MASC 101 and ENGL 101; Computer Literacy Test*; VCU CUM GPA of 2.50+ before enrolling)		

Civilization	Credits	Grade
American (U.S.) Studies: POLI 103 U.S. Government		
Global Studies: 1 course from Approved List I.		

- VCU CUM GPA 2.50 or higher
- MASC GPA 2.00 or higher
- 60 hours or less
- Petition to Major Deadline \_\_\_\_\_
- \*Computer literacy requirement (must either pass KnowledgeNet at [www.vcu.edu/cte/knowledgenet](http://www.vcu.edu/cte/knowledgenet) or pass INFO 160,161, & 162 courses or equivalent transfer course)
- Has VCCS Associate Degree \_\_\_\_\_

### Additional Requirements for Degree

Additional Requirements: (One course required for admission to major)	Credits	Grade
MASC 290 Ethical Problems in Mass Media		
HIST 103 Survey of American History I		
HIST 104 Survey of American History II		
STAT 208 Statistical Thinking <i>or</i> STAT 210 Basic Practice of Statistics		
<b>Foreign Language: Must demonstrate competency through 102 level by course or placement test.</b>		
Credits	Grade	
101 level		
102 level		

### Remaining General Education Requirements

Remaining General Education Requirements	Credits	Grade
Literature: Take TWO literature courses one of which must come from Approved List F. ENGL 351 or 433 are NOT acceptable.		
Historical and Cultural Origins: 1 course from Approved List G.		
Visual and Performing Arts: 1 course from Approved List E.		
Human Behavior: 1 course from Approved List J. Advertising students chose only SOCY 101, PSYC101, or ANTH 103.		
Urban Environment: 1 course from Approved List K. <i>Advertising Students Only</i>		
POLI or URSP Elective: Choose from POLI 303, 310, 311, 314, 315, <u>321</u> , 322, 331, 341, 365, 409, 420, 425, or URSP <u>304</u> , 310, <u>315</u> , <u>316</u> , <u>340</u> , <u>350</u> . Underlined items also satisfy the List K/Urban Environment Requirements.		

#### Major Sequence

- |  |   |
|--|---|
| <input type="checkbox"/> Advertising-Creative  | <input type="checkbox"/> Journalism-Broadcast |
| <input type="checkbox"/> Advertising-Strategic | <input type="checkbox"/> Journalism-Print     |
| <input type="checkbox"/> Public Relations      |   |

NAME \_\_\_\_\_

**MASS COMMUNICATIONS (MASC) SEQUENCE REQUIREMENTS:** 34-40 credits are required, including MASC 101, MASC 203 and MASC 290. MASC 101 and 203 are prerequisites for all upper-level mass communications courses. Additional MASC prerequisites are noted in parentheses.

**All Advertising students:**

- MASC 300 3cr
- MASC 380 3cr
- MASC 392 (380) 3cr
- MASC 408 3cr
- MASC 481 (392, 394\*) 3cr

and requirements under Strategic or Creative Concentration  
 (\*Strategic Concentration not required to take 394)

- Additional requirement for all Advertising Students**
- MRBL 308 3cr

**Strategic Concentration**

- MASC 398 (380 or 323) 3cr
- MASC 399 (380) 3cr
- MASC 459 (380, 398, 399, MRBL 308) 3cr
- MASC 493 1-3cr
- MASC Elective 3cr

**Creative Concentration**

- MASC 394 (300, 380) 3cr
- MASC 450 (300, 380, 392, 394) 3cr
- MASC 451 (300, 380, 392, 394, 450) 3cr
- MASC Elective 3cr

**All Journalism students:**

- MASC 303 3cr
- MASC 363 (w/365 & 366) 3cr
- MASC 365 (w/363 & 366) 1cr
- MASC 366 (w/363 & 365) 1cr
- MASC 408 3cr
- MASC 493 1-3cr
- MASC 495 (w/403, 404, 461, 465, or 475) 1cr

and requirements under Broadcast or Print Concentration

**Additional requirement for all Journalism Students:**

- HIST Elective \_\_\_\_\_

**Broadcast Concentration**

- MASC 361 3cr
- MASC Elective 3cr

**Choose four credits from the following:**

- MASC 415 (366, w/464) 1cr
- MASC 463 (363, 365) 3cr
- MASC 464 (363, 365, 366, w/415) 3cr

**Choose three to seven credits from the following:**

- MASC 362 3cr
- MASC 461 (363, 365, 366 w/462) 3cr
- MASC 465 (363 w/466) 3cr
- MASC 466 1cr
- MASC 475 (303) 3cr

**Print Concentration**

- MASC 300 3cr
- MASC 305 (300) 4cr
- MASC Electives 3-6cr \_\_\_\_\_

**Choose six credits from the following:**

- MASC 403 (303) 3cr
- MASC 404 (303) 3cr
- MASC 475 (303) 3cr

**Public Relations:**

- MASC 300 3cr
- MASC 323 3cr
- MASC 333 (323) 3cr
- MASC 335 (333, SPCH 321) 3cr
- MASC 408 3cr

**Additional Requirements for All PR Students**

- HIST Elective \_\_\_\_\_
- MGMT 319
- SPCH 321

- MASC 425 3cr
  - MASC 439 (323, 333, 335, 425) 3cr
  - MASC 493 1-3cr
  - MASC \*Elective 3cr \_\_\_\_\_
- \*MASC 380 recommended

- MRBL 308
- ACCT 202

**Additional degree requirements for ALL MASC Majors**

- Cumulative & Major GPA of 2.5
- No more than 40 MASC credit hours
- At least 30 of the last 45 credits taken at VCU
- 120 total earned hours
- 45 upper level credits or the equivalent

Electives: Select additional courses to satisfy the 120 credits needed to graduate.	Credits	Grade