

**SCHOOL OF MASS COMMUNICATIONS  
UNDERGRADUATE STUDENT HANDBOOK  
2001-2002**

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## **INTRODUCTION**

Welcome to the School of Mass Communications at Virginia Commonwealth University. As a student, you must now face the real or imagined perils of college life: advising, registration, and graduation requirements. This handbook is designed to answer most of your questions about the Mass Communications (MASC) program. It is meant to explain and clarify the procedures and practices of the VCU School of Mass Communications. *The VCU Bulletin is the official source for the University's academic regulations and degree requirements.*

You should get a copy of the *VCU Undergraduate Bulletin* for the year in which you entered VCU. Using the bulletin and this handbook, you should be able to understand and master these procedures and requirements and successfully complete your degree with a minimum of problems. Your MAC faculty adviser is also available to help you. You are strongly encouraged to consult with your adviser at least once a semester. Ultimately, you are responsible for meeting all of the requirements and staying informed about all of the procedures of the School and the University.

## **PROGRAM OVERVIEW**

The MAC program consists of a lower and an upper division. The lower division is essentially the first two years of your program. During this time, you will complete many of the general education requirements and three MASC courses: MASC 101 - Intro to Mass Communications; MASC 203 – Newswriting; and MASC 290 - Ethical Problems in Mass Media. The upper division is basically the final two years of your program. During this time you will take most of your MASC courses, the remainder of your general education requirements and your approved electives.

The School of Mass Communications major is divided into four sequences of specialized study:

- 1) Advertising – including the creative and business tracks
- 2) Electronic Media
- 3) News-Editorial
- 4) Public Relations

When you enter the upper division, you will select one of the four sequences. The required MASC courses are designed to fit the needs of your chosen sequence.

## **ADVISING**

The School provides advising to all mass communications students. When you formally select Mass Communications as your major, you will be assigned to a faculty adviser. When you move to the upper division, you may be changed to an adviser in your track, if that is necessary. Beyond serving as a resource in course selections, MAC advisers are willing to discuss various career opportunities and job placement possibilities.

In addition to faculty advisers, there are also peer advisers on hand during the fall and spring semester. Peer advisers are upper division students who can answer general advising questions. Their office is located in Room 2205, and their office hours are posted on the door.

## REQUIREMENTS OVERVIEW

You must complete a minimum of **120 credits** for graduation from VCU. Those credits will be in three areas: general education requirements, MASC requirements and electives.

The general education requirements total approximately half of your 120 credits, providing work in English, literature, mathematics, natural science, history, foreign language and other liberal arts. The MASC requirements total 33 to 36 credits, providing training in your chosen sequence. The remainder of your credits will be in electives. Electives are courses which you choose from a variety of subject areas to help meet your career goals, pursue a specialized interest, or complete a minor.

## THE LOWER DIVISION

When you enter the Mass Communications program, you will be placed in the lower division (MCL). Transfer students should see the section in this handbook titled “Information about Transfer Credits”. You will remain in the lower division for about half of your time in the program, or about two years. While in the lower division, you will complete most of your general education requirements and three MASC courses with grades of at least C:

**1) MASC 101 Mass Communications** – A three-credit, freshman-level course that provides a broad survey of mass media, with emphasis on new media, global media and the business of media. The history and evolution of mass media are also examined.

**2) MASC 203 Newswriting** – A three-credit, sophomore-level course that begins instruction into the gathering, writing and reporting of the news. Before being admitted into MASC 203, you must pass a typing and English language proficiency exam. Contact the School for information on the MASC 203 Proficiency Exam. The typing test ensures that you have a basic proficiency in typing. You must be able to type at least 35 words per minute to pass the test. If you cannot type at this rate, you should enroll in a basic keyboarding course. These are offered at community colleges. If you complete a college-level typing course with a grade of “C” or better, you will not have to take the typing test.

The English language proficiency exam ensures a basic knowledge of the use of language, grammar and punctuation. All MCL students must pass these proficiency exams before being admitted into MASC 203. Both tests are offered during each advance registration period in the fall and spring semesters. Check the School’s administrative offices (TEMPL 2216) for testing information. *To register for MASC 203, you must obtain permission from the School.*

**3) MASC 290 Ethical Problems in Mass Media** – A three-credit, sophomore-level course which examines contemporary issues and problems in conventional and new media. The philosophical foundations and principles of ethical decision-making are explored. Mass Communications MASC 101 is a prerequisite for this course.

## THE UPPER DIVISION

The upper division (MAC) is the second half of your program, about two years. To be admitted to the upper division, you must complete the following requirements:

- 1) Achieve a GPA of at least 2.25 for all course work at VCU
- 2) Complete MASC 101 and MASC 203 with grades of at least C
- 3) Successfully complete the following general education requirements:

ENGL 101-200 (with grades of C or better)	MATH 131	POLI 103
ECON 210-211	Global Studies (LIST I)	CMSC 128
Natural Science (7-9 credits)		

One of the following collateral requirements (note: all must be completed in order to finish degree)

Foreign Language through 102 level	HIST 103-104	STAT 208/210
MASC 290 (with a grade of C or better)		

- 4) Make an application to the upper division by the *posted deadlines*, using the form available in the School's main office, TEMPL 2216. Applications received after these deadlines will only be processed with the approval of the director of the School.

While you are in the upper division, you will complete the remainder of your general education requirements, the required courses in your MAC sequence and your electives. MAC majors must maintain a cumulative and major GPA of 2.25 *each semester* to remain in the upper division. In addition, MAC majors must have earned a 2.25 cumulative GPA in all VCU course work and a 2.25 GPA in Mass Communications course work to graduate. MAC majors must make grades of at least C in all courses that are formal prerequisites for another MASC course.

You may "test out of" part or all of your foreign language, English composition and math requirements if you do well enough on VCU placement tests. You do not get credits toward your degree, however. This means that you do not have to take these courses and can use the credits for another purpose, for example, as electives or to get a minor.

If you are an upper division student with a major GPA of 3.0 and a cumulative GPA of 2.5, then you can apply to be a peer adviser. You have to be able to work at least 2 hours a week and you will receive 1 credit each semester you are a peer adviser (maximum of 3 credits). You can pick up information in the administrative office (TEMPL 2216).

## OVERRIDES

### **The following is the official policy for course overrides in VCU's School of Mass Communications:**

A "course override" (permission for a student to enroll in a class that would otherwise be denied to the student) is granted only under *extraordinary* circumstances. Decisions are made on case-by-case basis. Examples of extraordinary conditions include medical emergencies, family tragedies, and other events that are clearly beyond the control of the student. Documentation will be required.

**NOTE:** Work schedule conflicts, failure to register in a timely manner, and "need it to graduate" are examples of reasons that will **NOT** be accepted. Overrides require the approval of one of the School's administrators. Overrides request forms are available from the coordinator of student services and from the student's faculty adviser.

## INFORMATION ABOUT TRANSFER CREDITS

Upon transferring into the School from another university or from another program at VCU, you will be automatically placed in the lower division. You could meet all the requirements to enter the upper division, with one exception: MASC 203, Newswriting. Generally, we require that you take MASC 203 at VCU. Therefore, you will probably spend at least one semester at VCU in the lower division (while you take MASC 203), regardless of the number of credits you transfer.

There are a number of other points about transfer courses that you should remember:

- 1) The transfer of course credits from another university is not automatic. You must request that the other school send your transcript to VCU. Evaluation of your general education transfer credits is done in the College of Humanities and Sciences Dean's Office, not in the School of Mass Communications. Any questions about your transfer credits should be directed there. Humanities and Science Academic Advising is located in Room 205 Hibbs, 828-1673.
- 2) The School of Mass Communications does not accept upper-level mass communications courses for transfer from other colleges or universities. Contact the School regarding questions about transferring mass communications courses.
- 3) No course taken at a community or two-year college will transfer to VCU as upper-level (300- or 400-level) credits, even if it has the same title or covers the same material as a VCU upper-division course. Students transferring 60 or more credits from a two-year institution should be aware that 45 upper-level credits must be completed at VCU. So whenever you have a choice in the matter, take 300- and 400- level courses.
- 4) Generally, only courses in which you make a grade of C or better will transfer, unless you are transferring an associates degree.

- 5) Before you take courses at another college for transfer to VCU, check with the College of Humanities and Sciences, 205 Hibbs, 828-1673, to see if that course is the equivalent of a VCU course. You must fill out a form, available in the Dean's Office, to obtain permission to take courses elsewhere.
- 6) Even if a course does not fulfill a specific VCU requirement, it might transfer to VCU as an elective, as long as you received a grade of C or better.
- 7) Transferring 60 or more credits from a community college does not guarantee that you will finish your VCU degree in only 60 more credits. You may not have taken the correct courses to fulfill specific VCU requirements.
- 8) Advanced Placement (AP) and College-Level Examination Program (CLEP) tests may be used to fulfill general education requirements or as electives. However, they may not fulfill specific Mass Communications major course requirements.

## **MATH, STATISTICS AND COMPUTER SCIENCE REQUIREMENTS**

You must take the MATH placement test, given by the Department of Mathematical Sciences, located at 1015 W. Main St., Room 2054. The placement test will determine your mathematics skill level, unless you receive transfer credit for equivalent courses from another school. You will be given permission to take certain classes as a result: MATH 001, MATH 131 or MATH 200 and STAT 208. You must complete MATH 131 and STAT 208 or 210 for your mass communications degree. These courses are explained below:

**MATH 001** – If you test into this course, you must take this remedial course before you can take MATH 131 Introduction to Contemporary Mathematics. You receive “semester credit” for the course on your schedule for financial aid purposes, etc., but no credit toward the degree. You should register for a section of MATH 001 designated as 001 or Elementary Algebra. This can be in the self-paced laboratory for math or in the traditional lecture or lecture-recitation. See the Schedule of Classes for days and times. The self-paced laboratory for MATH 001 allows you to work at your own pace, but does not provide the structure some students desire from the traditional lecture.

**MATH 131** – You should register for a section designated Introduction to Contemporary Mathematics.

**STAT 208 or 210** – If you place into STAT 208 or 210 (or MATH 200), you have “placed out of” MATH 131. This means that you will not have to take MATH 131, but you will not receive credit towards your degree for it. You can register for STAT 208 or 210 and use the credits you would have received for MATH 131 for an elective.

**CMSC 128** – Computer Concepts and Applications. Students must take CMSC 128 to fulfill their computer proficiency requirement. Students may not elect to take the CMSC 128 proficiency exam in lieu of the course.

## NATURAL SCIENCE REQUIREMENT

You are required to complete at least seven credits of natural science courses. Students must complete one biological science, one physical science and one lab with either one of these courses. Choose from the following courses:

### **Biological Science**

BIOL 101/L101 Life Sciences  
BIOL 102/L102 Science of Heredity  
BIOL 103/L103 Environmental Science (formerly BIOL 114)  
(4 credit lecture, 1 credit lab)

### **Physical Science**

PHY 101/L101 Foundations of Physics  
PHYS 103/L103 Elementary Astronomy  
PHY 107/L107 The Wonders of Technology  
PHY 191 Topics: Experiencing Science  
CHE 110/L110 Chemistry and Society  
CHEM 112 Chemistry in the News

The PHY 107, CHE 110 and CHEM 112 are not math dependent and are designed for non-science majors.

## FOREIGN LANGUAGE REQUIREMENT

You are required to complete a foreign language through the 102 level, usually 8 credits. You must take two semesters of the same language. You cannot complete this requirement with ITAL 101 and GRMN 101 (for example). If you have had some foreign language in high school, you may “test out of” one or both semesters of the language requirement at VCU. You do not receive degree credit for this; however, these credits can be used for electives.

If you have three or more units of a language in high school, you must enroll in 102 or higher to obtain degree credit, but you can take the first course (101) for audit only.

Any student who wishes to continue the study of a language learned before coming to VCU is eligible to take the language placement test. The test is to be taken only once before you register for a language course. Check with the Department of Foreign Languages, located at 820 W. Franklin St., Room 101, about these tests.

## HELPFUL ADVISING HINTS

1) Keep this handbook and the *VCU Undergraduate and Professional Programs Bulletin* for the year you entered VCU program. These publications will be helpful during your academic career. University curriculum, rules and procedures change, but you are governed by the contents of the bulletin and handbook in force when you entered the School of Mass Communications as either a freshman or transfer student (including VCU students who change their major to mass communications).

2) Many of the questions you may have are answered in the VCU Bulletin *or* this handbook, so refer to them before calling your adviser. You may spend several days looking for your adviser, only to find that he or she obtains the answer to your question by looking in the handbook or the bulletin.

3) Don't catch your adviser in a hallway and ask, "Do I need course XXX to graduate?" That question is much more complex than you might realize, since one course might not be necessary for your MASC degree, but it might be necessary for your 45 upper-level credits, for example.

4) Typing is a critical skill, not only in college, but also in most professional job settings. We require that you be able to type at least 35 wpm in order to take MASC 203 Newswriting. If you know you have no typing skills, use a typing tutorial computer program to practice before the test, or take a keyboarding course at a community college. If you get a grade of C or better in a basic keyboarding course, you will have satisfied the typing prerequisite for MASC 203.

5) You must be able to write and speak well to be successful in any of the mass communications professions. A language skills proficiency exam is also required before registering for MASC 203 Newswriting. You will not be able to register for this course over the phone. You will have to pass the proficiency exam in order to be enrolled administratively to the course. Contact the School each semester for testing dates and times. If you have problems with English grammar, spelling, punctuation or sentence construction, you should make extra efforts to overcome them. The university offers writing courses of many kinds, and the Department of English runs a Writing Center where you can obtain help with your writing problems. ENGL 114 English Grammar and Usage may be helpful. Take advantage of these opportunities.

6) Your first two years will be spent completing many of the general education requirements. These courses are required for many VCU majors. This protects you in case you decide to change majors before you reach the upper division. It also allows you to focus on your professional mass communications courses without the distractions that might be provided by having to take STAT 208 in your last semester senior year.

7) *You may not take 300- or 400- level MASC courses unless you have been admitted to the upper division.* If you try to register for them, you will be blocked by the university registration system. This does not apply to upper-level courses given by other departments, even if they are required for MAC. For example, you do not have to be an upper-division MAC student to take POLI 322 or MRBL 308. (However, you must be classified as a junior to enroll in MRBL 308 and have taken the prerequisites for the course).

8) *You will be dropped from the upper division if your cumulative and or major GPA falls below 2.25.* In addition, you will be dropped from upper-division courses if you do not have the stated prerequisites. These are found in this handbook in parentheses in the degree requirement section. Prerequisites are also listed in the VCU Undergraduate Bulletin. Also note that overrides into closed classes are not allowed.

9) Make sure you attend the first meeting of each upper-division MAC course. Instructors reserve the right to drop students from their class roster for non-attendance.

10) After you make your choice of a sequence in mass communications, it quickly becomes difficult to change to another sequence because you are limited to 36 MASC credits. Use your time in the lower division to gather information about the various mass communications careers, talk to your adviser and other professors, and participate in the student clubs and student media.

11) Student clubs and student media are excellent activities. They place you in contact with other students with similar interests, provide the opportunity for good contacts, and in many instances, can provide you with additional experience that will be useful in your profession. These activities also can strengthen your resume and help you in the job hunting process after graduation. Current organizations include the student chapter of the Society of Professional Journalists (SPJ) for news-editorial and electronic media students; Public Relations Student Society of America (PRSSA) for public relations majors; Radio Television News Directors Association (RTNDA) for electronic media students and the Ad Club for advertising students. Student media include the student-run newspapers, *The Commonwealth Times* and *The Vine*; and WVCW, the campus radio station.

12) You also should take advantage of the numerous opportunities for practical experience in your chosen area. Practical experience outside the classroom is an invaluable asset when you start looking for a job. Internships are available in each sequence. Some are paid positions, and credit is available for all internships. Note that credit internship positions are not available to lower-division students. The university also has a cooperative education program that can place you into paying job in your area of interest. The student media on campus are another source of practical experience. They are not directly connected with the MAC program, but the school recognizes the experience as useful.

13) Remember that you are allowed a total of three credits of fieldwork (MASC 493) in your program. It may be wise, therefore, to sign up for only one or two credits per semester, and then do several internships for credit. For more information about internships, contact the School's internship coordinator at 828-2660.

14) You need at least **33** but no more than **36** credits in Mass Communications course work for graduation. This program helps assure that you receive a good liberal arts background in addition to a firm grounding in your MAC sequence. Therefore, where there is space in your particular sequence for a MAC elective, choose it carefully.

15) The rules and procedures of the MAC program have been carefully created to make the School operates more efficiently, to make your education more beneficial and to assure fair and equal treatment of all students. All requests for exceptions must be processed through your adviser and approved by the school's director. Note that exceptions are rare and are granted only in special circumstances.

## DEGREE REQUIREMENTS

The following pages list the specific course requirements for graduation. The first section lists the general education courses required of all Mass Communications majors, regardless of track, including lower-division requirements. Note that the subject is listed as MASC, however the School is still the MAC program. Next are the lists of course requirements for each of the tracks: advertising, electronic media, news-editorial and public relations. *Prerequisites are listed in parentheses after each course title.* MASC 101, MASC 203 and MASC 290 are prerequisites for all upper-division mass communications courses. Each is followed by a suggested four-year schedule of courses for you to use as a guide to judge your progress. At the end of this section is a list of suggested electives you might find useful. Space has been provided with each course listing so that you can track your progress through the requirements toward graduation.

### GENERAL EDUCATION

These courses are required of all MAC students. Prerequisite courses are shown in parentheses.

ENGL 101 Composition & Rhetoric	3 credits	_____
ENGL 200 Composition & Rhetoric (ENGL 101 and sophomore standing, grade of C required)	3 credits	_____

MASC 101 Mass Communications	3 credits	_____
MASC 203 Newswriting (ENGL 101 and sophomore standing)	3 credits	_____
MASC 290 Ethical Problems in Mass Media (MASC 101) A grade of C is required in the above MASC courses	3 credits	_____

Natural Sciences (7-9 credits total)		
BIOL 101/L 101 Life Sciences – <b>OR</b> –	3-4 credits	_____
BIOL 102/L 102 Science of Heredity – <b>OR</b> –		
BIOL 103/L 103 Environmental Science		

– **AND** –

PHY 101/L 101 Foundations of Physics – <b>OR</b> –	3-4 credits	_____
PHY 103/L103 Elementary Astronomy – <b>OR</b> –		
PHY 107/L 107 Wonders of Technology – <b>OR</b> –		

PHY 191: Topics Experiencing Science

– OR –

CHE 110/L 110 Chemistry and Society

– OR –

CHEM 112 Chemistry and the News

MATH 131 Introduction to Contemporary Mathematics 3 credits \_\_\_\_\_

STAT 208 Statistical Thinking (MATH 131) 3 credits \_\_\_\_\_

– OR –

STAT 210 Basic Practice of Statistics (MATH 131)

CMSC 128 Computer Concepts and Applications 3 credits \_\_\_\_\_

– OR –

CMSC 201 Introduction to Computing using FORTRAN (MATH 001)

– OR –

CMSC 255 Structured Programming (MATH 131)

– OR –

STAT 214 Application of Statistics (STAT 208)

HIST 103 Survey of American History 3 credits \_\_\_\_\_

HIST 104 Survey of American History 3 credits \_\_\_\_\_

ECON 210 Principles of Economics, Microeconomics (MATH 001) 3 credits \_\_\_\_\_

ECON 211 Principles of Economics, Macroeconomics (MATH 001) 3 credits \_\_\_\_\_

POLI 103 U.S. Government 3 credits \_\_\_\_\_

Foreign Language through the 102 level 0-8 credits \_\_\_\_\_

Global Studies (See Approved List I) 3 credits \_\_\_\_\_

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**Courses below this line are not required before admission into the upper division.**

POLI 322 State and Local Government 3 credits \_\_\_\_\_

Literature (taught by the English Department)(See Approved List F) 6 credits \_\_\_\_\_

Visual and Performing Arts (See Approved List E) 2-4 credits \_\_\_\_\_

Human Behavior (See Approved List J)	4-6 credits	_____
One History Elective taught by the Department of History (300- or 400-level suggested)	3 credits	_____
Historical and Cultural Origins (See Approved List G) Mass Communications students must take <i>one history</i> course from Approved List G.	3 credits	_____
Urban Environment (See Approved List K)	3 credits	_____

## APPROVED LIST CLASSES

*(Additional classes can be found in the back of the course schedule bulletin)*

### **LIST E- Visual and Performing Arts**

Art Education  
 ANTH 105  
 ARTE 121-122, 301-302, 408, 409

Art Foundation  
 ARTF 121-122

Communication arts and design  
 CARD 191

Dance and choreography  
 DANC 171, 172, 183-184, 313

Interior Design  
 IDES 103-104

Music  
 APPM 191-192, 193-194, 195-196  
 MUSC 111  
 MHIS 105-106, 243

Painting and printmaking  
 PAPR 155,156

Photography and film  
 PHTO 243

Theatre  
 THEA 107,108

### **List - F Literature**

ENGL 201-202  
 ENGL 203-204  
 ENGL 205-206  
 ENGL 211  
 ENGL 215  
 ENGL 216  
 ENGL 236  
 ENGL 241  
 ENGL 291

### **\*LIST G - Historical and cultural origins**

(must be a history course)

HIST 101-102  
 HIST105-106  
 HIST 107-108  
 HIST 109-110

### **LIST I - Global Studies**

GEOG 307, 308  
 INTL 101  
 INTL/SOCY 330  
 POLI/INTL 105  
 POLI/INTL 365  
 SOCY 430

### **LIST J - Human Behavior**

ANTH/INTL 103  
 ECON 101  
 ECON 203  
 GEOG 102  
 MASC 101  
 PSYC 101  
 SOCY 101  
 SOCY 340  
 SCOS 340  
 WMNS 201

### **LIST K - Urban Environment**

ANTH 391  
 CRJS 181  
 CRJS 305  
 CRJS 352  
 CRJS 468  
 ECON 321  
 ENGL 454  
 ENV5 491  
 FREN 301  
 FRLG 409  
 GEOG 311, 312  
 HIST 490

HUMS 291  
 HUMS 391  
 MASC 303  
 MASC 403  
 MASC 404  
 MASC 439  
 MASC 464  
 POLI 321  
 PSYC 493  
 SLWK 422  
 SOCY 302  
 SOCY 327  
 SOCY 493  
 SPAN 402  
 URSP 116  
 URSP 245  
 URSP 261  
 URSP 302  
 URSP 304  
 URSP 306  
 URSP 315  
 URSP 316  
 URSP 340  
 URSP 340  
 URSP 350

## UPPER-DIVISION SEQUENCES

### ADVERTISING SEQUENCE

#### LOWER DIVISION

All courses are worth 3 credits except where indicated. MAC prerequisites are noted in parentheses.

MASC 101 Mass Communications

MASC 203 Newswriting (ENGL 101 and sophomore standing)

MASC 290 Ethical Problems in Mass Media (MASC 101)

#### UPPER DIVISION

MASC 101, 203 and 290 are prerequisites for all upper-division courses. Additional MAC prerequisites are listed in parentheses. Check the *VCU Undergraduate Bulletin* for course descriptions.

##### All Advertising Students

MASC 300 Media Graphics

MASC 380 Introduction to Advertising

MASC 392 Advertising Copywriting (MASC 380)

MASC 481 Advertising Campaigns

(Business - MASC 392; Creative - MASC 392, MASC 393, MASC 394)

MRBL 308 Introduction to Marketing (junior standing)

Note: MRBL 308 is not included in the 33-36 MASC credits count

##### Choose one track

##### Business Track

MASC 408 Communications Law

MASC 480 Media Strategy (MASC 380)

MASC 493 Fieldwork (1-3 credits) (permission required)

MASC Writing Elective (3 credits) (MASC 303, 333, 363)

MASC Elective (3 credits)

##### Creative Track

MASC 393 Creativity for Television (MASC 380)

MASC 394 Ad Layout and Production (MASC 300, MASC 380)

MASC 450 Portfolio Development (MASC 300, MASC 393, MASC 394)

MASC Electives (4-6 credits)

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#### NOTES

Students are required to complete a total of **120** credits to graduate. A minimum of **33** credits must be taken in the School of Mass Communications. Students may not take more than **36** credits in mass communications courses. In addition, students must take **45** credits in **300- and 400-**level courses (MASC courses are included).

## SUGGESTED SCHEDULE OF COURSES – ADVERTISING

### First Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 101	3	ENGL (Literature) (List F)	3
HIST 103	3	HIST 104	3
MASC 101	3	MASC 290	3
MATH 131	3	STAT 208	3
Foreign Language	4	Foreign Language	4
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>

### Second Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 200	3	MASC 203	3
CMSC 128	3	ECON 211	3
ECON 210	3	Global Studies (List I)	3
Natural Science w/lab	4	Science (lecture only)	3
POLI 103	3	ENGL (Literature) (List F)	3
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>15</b>

### Third Year - Business

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 300	3	MASC 392	3
MASC 380	3	MASC 408	3
MASC Elective	3	MRBL 308	3
Upper Level Elective	3	Human Behavior (List J)	3
HIST Elective	3	Hist. Cul. Orig. (List G)	3
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

### Third Year - Creative

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 300	3	MASC 392	3
MASC 380	3	MASC 394	3
MASC Elective	3	MRBL 308	3
Upper Level Elective	3	Human Behavior (List J)	3
HIST Elective	3	Hist. Cul. Orig. (List G)	3
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

- continued -

**Fourth Year - Business**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 480	3	MASC 481	3
MASC 493	3	MASC writing elective	3
POLI 322 or alternative	3	Arts (List E)	3
Urban Environment	3	Elective	3
Elective	3		
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>12</b>

**Fourth Year - Creative**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 393	3	MASC 481	3
MASC elective	3	MASC 450	3
Arts (List E)	3	Elective	3
POLI 322 or alternative	3	Elective	3
Urban Environment	3		
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>12</b>

**Total credits needed to graduate = 120.**

**NOTE: Students must select an urban environment course off of approved list K.**

## ELECTRONIC MEDIA SEQUENCE

### LOWER DIVISION

All courses are worth 3 credits except where indicated. MAC prerequisites are noted in parentheses.

- MASC 101 Mass Communications
- MASC 203 Newswriting (ENGL 101 and sophomore standing)
- MASC 290 Ethical Problems in Mass Media (MASC 101)

### UPPER DIVISION

MASC 101, 203 and 290 are prerequisites for all upper-division courses. Additional MAC prerequisites are listed in parentheses. Check the *VCU Undergraduate Bulletin* for course descriptions.

- MASC 361 History and Development of Broadcasting
- MASC 363 Electronic Media Writing I (to be taken with MASC 365 and MASC 366)
- MASC 365 Radio Production (1 credit) (to be taken with MASC 363 and MASC 366)
- MASC 366 TV Production (1 credit) (to be taken with MASC 363 and MASC 365)
- MASC 408 Communications Law
- MASC 463 Electronic Media Writing II (MASC 363, MASC 365)
- MASC 464 Electronic Media Writing III (MASC363, MASC 365 and MASC 366)
- MASC 493 Fieldwork (1-3 credits)

### MASC ELECTIVES

(Choose 4-9 hours from the following courses)

- MASC 414 Advanced Radio Production (1credit) (MASC 365)
- MASC 415 Advanced Television Production (1 credit)(MASC 366)
- MASC 461 The Documentary ( MASC 363, 365, 366)
- MASC 465 Newscasting (formerly MASC 362)
- MASC 492 Independent Study (by permission only)(1-3 credits)

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### NOTES

Students are required to complete a total of **120** credits to graduate. A minimum of **33** credits must be taken in the School of Mass Communications. Students may not take more than **36** credits in mass communications courses. In addition, students must have taken **45** credits in 300- and 400-level courses (MASC courses are included).

## SUGGESTED SCHEDULE OF COURSES - ELECTRONIC MEDIA

### First Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 101	3	ENGL (Literature) (List F)	3
HIST 103	3	HIST 104	3
MASC 101	3	MASC 290	3
MATH 131	3	STAT 208	3
Foreign Language	4	Foreign Language	4
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>

### Second Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 200	3	MASC 203	3
ECON 210	3	ECON 211	3
CMSC 128	3	Science (lecture only)	3
Science w/lab	4	Global Studies (List I)	3
POLI 103	3	ENGL (Literature) (List F)	3
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>15</b>

### Third Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 361	3	MASC 408	3
MASC 363	3	MASC 463	3
MASC 365	1	MASC Elective	3
MASC 366	1	Arts (List E)	3
Hist. Cul. Orig. (List G)	3	HIST (elective)	3
POLI 322 or alternative	3		
<b>Total Credits</b>	<b>14</b>	<b>Total Credits</b>	<b>15</b>

### Fourth Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC Elective	3	MASC 493	3
MASC 464	3	Elective	3
Human Behavior	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	1
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>13</b>

**Total credits needed to graduate = 120.**

**NOTE:** Students may use MASC 464 Electronic Media Writing III to fulfill the Urban Environment Requirement.

## NEWS-EDITORIAL SEQUENCE

### LOWER DIVISION

All courses are worth 3 credits except where indicated. MAC prerequisites are noted in parentheses.

- MASC 101 Mass Communications
- MASC 203 Newswriting (ENGL 101 and sophomore standing)
- MASC 290 Ethical Problems in Mass Media (MASC 101)

### UPPER DIVISION

MASC 101, 203 and 290 are prerequisites for all upper-division courses. Additional MAC prerequisites are listed in parentheses. Check the *VCU Undergraduate Bulletin* for course descriptions.

- MASC 300 Media Graphics
- MASC 303 General Assignment Reporting
- MASC 305 Copy Editing (MASC 300)
- MASC 375 Legislative Reporting.(1 credit)(MASC 303 or MASC 363)
- MASC 405 Advanced Editing (MASC 305)
- MASC 408 Communications Law
- MASC Electives (3-6 credits)

**And** choose 3-6 credit hours from the following:

- MASC 403 Advanced Reporting (MASC 403)
- MASC 404 Specialized Project Reporting (MASC 405)
- MASC 475 Capital News Service (MASC 300 or MASC 303)

### NOTES

Students must complete a total of **120** credits to graduate. A minimum of **33** credits must be taken in the School of Mass Communications. Students may not take more than **36** credits in Mass Communications courses. In addition, students need at least **45** credits 300- and 400- level courses (MASC courses are included).

## SUGGESTED SCHEDULE OF COURSES - NEWS EDITORIAL

### First Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 101	3	ENGL (Literature) (List F)	3
HIST 103	3	HIST 104	3
MASC 101	3	STAT 208	3
MATH 131	3	MASC 290	3
Foreign Language	4	Foreign Language	4
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>

### Second Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
CMSC 128	3	MASC 203	3
ECON 210	3	ECON 211	3
ENGL 200	3	Global Studies (List I)	3
Science w/lab	4	Science (lecture only)	4
POLI 103	3	ENGL (Literature) (List F)	3
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>

### Third Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 300	3	MASC 305	3
MASC 303	3	MASC 375	1
MASC 408	3	MASC Elective	3
POLI 322 or alternative	3	Arts (List E)	3
Hist. Cul. Orig. (List G)	3	HIST ( Elective)	3
		Human Behavior (List J)	3
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>16</b>

### Fourth Year

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 403 , 404 or 475	3	Elective	3
(need total of 6 credits)		Elective	3
MASC Elective (above)	3	Elective	3
Elective	3	Elective	3
Elective	3	Elective	1
Elective	2		
<b>Total Credits</b>	<b>14</b>	<b>Total Credits</b>	<b>13</b>

**Total credits needed to graduate = 120.**

**NOTE:** Students may use MASC 303, MASC 403 or MASC 404 to fulfill the Urban Environment Requirement.

## **PUBLIC RELATIONS SEQUENCE**

### **LOWER DIVISION**

All courses are worth 3 credits except where indicated. MAC prerequisites are noted in parentheses.

- MASC 101 Mass Communications
- MASC 203 Newswriting (ENGL 101 and sophomore standing)
- MASC 290 Ethical Problems in Mass Media (MASC 101)

### **UPPER DIVISION**

MASC 101, 203 and 290 are prerequisites for all upper-division courses. Additional MAC prerequisites are listed in parentheses. Check the *VCU Undergraduate Bulletin* for course descriptions.

- MASC 300 Media Graphics
- MASC 323 Public Relations
- MASC 333 Public Relations Writing (MASC 323)
- MASC 335 Public Relations Presentations ( 2 credits) (MASC 333)
- MASC 408 Communications Law
- MASC 425 Public Relations Research
- MASC 439 Public Relations Campaigns (MASC 323, 333, 335 and 425)
- MASC 493 Fieldwork (1-3 credits) (permission required)
- MASC elective (3 credits)

#### **Collateral Requirements**

- MRBL 308 Introduction to Marketing
- MGMT 319 Organizational Behavior
- ACCT 202 Accounting for Non-Business Majors

### **NOTES**

Students need to complete a total of **120** credits to graduate. A minimum of **33** credits must be taken in the School of Mass Communications. Students may not take more than **36** credits in mass communications courses. In addition, students must take at least **45** credits in 300- and 400- level courses (MASC courses are included).

**SUGGESTED SCHEDULE OF COURSES - PUBLIC RELATIONS**

**First Year**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 101	3	ENGL (Literature) (List F)	3
HIST 103	3	HIST 104	3
POLI 103	3	MASC 101	3
MATH 131	3	STAT 208	3
Foreign Language	4	Foreign Language	4
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>16</b>

**Second Year**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
ENGL 200	3	MASC 203	3
ECON 210	3	ECON 211	3
MASC 290	3	Global Studies (List I)	3
CMSC 128	3	Science	3
Science w/lab	4	ENGL (Literature) (List F)	3
<b>Total Credits</b>	<b>16</b>	<b>Total Credits</b>	<b>15</b>

**Third Year**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 300	3	MASC 333	3
MASC 323	3	MASC 408	3
MRBL 308	3	Arts (List E)	3
MGMT 319	3	Hist. Cul. Orig. (List G)	3
HIST Elective	3	ACCT 202	3
<b>Total Credits</b>	<b>15</b>	<b>Total Credits</b>	<b>15</b>

**Fourth Year**

<u>Fall Semester</u>	<u>Credits</u>	<u>Spring Semester</u>	<u>Credits</u>
MASC 335	2	MASC 439	3
MASC 425	3	MASC 493	1-3
MASC Elective	3	Elective	3
POLI 322 or alternative	3	Elective	3
Human Behavior (List J)	3	Elective	3
<b>Total Credits</b>	<b>14</b>	<b>Total Credits</b>	<b>13</b>

**Total credits needed to graduate = 120.**

**NOTE:** Students may use MASC 439 to fulfill the Urban Environment Requirement.

## WHAT SHOULD I DO WITH MY ELECTIVES?

- ◆ Your Mass Communications credits plus the required general education credits do not add to 120 credits. So what should you do with the remaining credits? That's entirely up to you. But consider the following options:
- ◆ Take all the writing courses you can find. Clear, grammatical, concise and graceful writing will always help your career, no matter what your sequence or interest. Courses such as ENGL 114 English Grammar and Usage; ENGL 304 Advanced Composition; and ENGL/MGMT 327 Business and Technical Report Writing, are among many that can help you polish these skills.
- ◆ Obtain a minor. A minor is a concentration of courses – usually 18 credits – allowing you to develop a specialty to complement your major or develop another interest. Mass Communications majors can benefit by obtaining minors in areas such as English, writing (given in English), history, political science, international studies, art history, economics, psychology, women's studies, African-American studies, American studies (given jointly by English and history) or a foreign language. Many of the courses required for your Mass Communications degree can be counted as part of a minor. For example, ECON 210-211 are required for the Economics minor, and HIST 103-104, as well as your two other required history courses, can count as part of the minor in history.
- ◆ Study a foreign language. A working knowledge of a foreign language will not only make any trips abroad easier and more interesting, it literally will open up a new world of career opportunities. VCU offers minors in French, German and Spanish, and courses in Chinese, Italian, Latin, Portuguese and Russian. Study-abroad opportunities are also available.
- ◆ It is possible to obtain a double major. See your adviser and read the VCU undergraduate bulletin.
- ◆ When selecting your electives, it is useful to consider those that will complement your degree. A set of electives drawn from other departments in the university is on page 20 of this handbook. These are suggestions that relate directly to some of the careers in mass communications. However, you may find many other courses that are useful and interesting to you. The key is to try to select your electives carefully and thoughtfully.

## **ELECTIVES TO CONSIDER**

ARTH 103-104 – Survey of Western Art  
MGMT 323 – Legal Environment of Business  
MGMT 325 – Organizational Communication  
MGMT/ENGL 327 – Business and Technical Report Writing  
MGMT 331 – Personnel Management  
MGMT 373 – Consumer Behavior  
MGMT 420 – Seminar in Industrial Relations  
MGMT 421 – Small Business Management  
MGMT 474 – Personal Selling and Sales Management  
ECON 305 – Public Finance – State and Local  
ECON 306 – Public Finance – Federal  
ECON 307 – Money and Banking  
ECON 321 – Urban Economics  
ECON 421 – Government and Business  
ENGL 304 – Advanced Composition  
ENGL 305 – Creative Writing  
POLI 301 – U.S. Parties and Elections  
POLI 314 – U.S. Constitutional Law  
POLI 321 – Urban Government and Politics  
POLI 323 – Virginia Government and Politics  
POLI 328 – Seminar in Urban Problems  
POLI 329 – Intergovernmental Relations  
POLI 331 – Public Administration  
PSYC 308 – Stress and Its Management  
PSYC 310 – Industrial Psychology  
PSYC 321 – Social Psychology  
PSYC 324 – Psychology of Advertising  
PSYC/SOCY 341 – Group Dynamics  
SOCY 327 – Urban Sociology  
SOCY 370 – Mass Media and Society

## PERPETUAL SCHEDULE

This is a listing of anticipated course offerings in the School of Mass Communications for future semesters. This schedule is to be used as a guide only. Actual course offerings are based on a number of unpredictable factors, including enrollments and staff availability. There is no absolute guarantee that any course listed here will be offered in any semester shown. Courses sometimes must be canceled because of low enrollment or moved to different times because of the availability of staff. This is particularly true for summer sessions. You should not depend upon the summer session for a course you must absolutely have to graduate. As you plan your class schedules, remember the tentative nature of this listing and plan alternatives for each semester in case of necessary changes and cancellations.

No.	FALL		SPRING		SUMMER	
	<u>Day</u>	<u>Evening</u>	<u>Day</u>	<u>Evening</u>	<u>Day</u>	<u>Evening</u>
101	X	X	X	X	X	
203	X	X	X	X	X	
290	X	X	X	X		
300	X	X	X	X		
303	X		X			
305	X		X			
323	X			X		
333		X	X			
335		X		X		
341				X		
361	X		X			
362	X			X		
363	X		X			
365	X			X		
366		X				
375				X		
380	X	X		X		
391				X		
392	X		X			
393	X			X		
394	X			X		
403				X		
404	X					
405	X			X		
408				X		
425	X					
439	X					
461	X					
463	X			X		
464	X			X		
465			X			
480	X			X		
481	X			X		

## **GUIDELINES FOR INTERPRETING NEW AND OLD GENERAL EDUCATION REQUIREMENTS**

The following is a list of guidelines to help **continuing students** figure out how the changes in the curriculum affect them. Contact the College of Humanities and Sciences at 828-1673 for further information.

### **General policy on use of new Fall 1997 General Education Requirements and those prior to Fall 1997**

1. Degree-seeking students who have been admitted or readmitted prior to fall 1997, and who have been in continuous attendance, have the option of satisfying the 1997-98 General Education Requirements or requirements in effect prior to fall 1997.
2. Students who became degree-seeking students prior to fall 1997, and who were in continuous attendance prior to leaving VCU and who stopped attendance at VCU for **four or fewer successive semesters** including summer may continue to use the pre-1997-98 General Education Requirements.
3. Continuing degree-seeking students admitted prior to the fall 1997 who stop attendance at VCU for more than four successive semesters, including summer, and who have accumulated 60 or more credits (including transfer credits) under the **pre-1997-98** General Education Requirements before leaving VCU may use those requirements for graduation or choose the new 1997-98 General Education requirements. This option is available to students who are readmitted through fall 2002.  
Students with fewer than 60 credits must use the new 1997-98 General Education Requirements upon readmission to VCU.
4. Continuing students who change their major within VCU will retain their option to satisfy the pre-1997-98 General Education Requirements, if eligible as defined in #1 above, or choose the new fall 1997 General Education Requirements.
5. New to program students (former special students) admitted as degree-seeking students for fall 1997, or after, will complete the new 1997-98 General Education Requirements.

### **ENGLISH**

For the 1997-98 academic year, all transfer students with a freshmen English sequence will have the sequence accepted as the equivalent of the ENGL 101-200.

## **MATHEMATICS**

The university has eliminated MATH 101 College Algebra and MATH 102 Trigonometry.

## **NATURAL SCIENCE**

Continuing degree-seeking students admitted prior to fall 1997, who have not completed their natural science General Education Requirements, may present one physical science and one Biological science course along with **one laboratory** in either course to fulfill the **pre-1997-98** General Education Requirement.

### **Biological Science Combinations**

General Biology 109-110 have been eliminated. To replace these courses, BIOL 101, 102 and 103 have been introduced. Some continuing students have only completed BIOL 109 or 110. Students who have completed BIOL 109 and 110 without a laboratory can complete the needed laboratory by taking a lab with the physical science course. If you wish to take a lab that relates to BIOL 109 or 110, the best choice is to take BIOL L 101. BIOL L 103 is a possibility, but not the best choice.

### **Acceptable Sequences**

BIOL 109-110 and labs  
BIOL 101- 103 and labs  
BIOL 102-103 and labs  
BIOL 109-103 and labs  
BIOL 101-102 and labs  
BIOL 101-110 and labs  
BIOL 103-110 and labs

### **Repeated Courses**

Below is a list of courses that may be substituted as repeated course for courses that have been deleted from the curriculum.

BIOL 109 - No equivalent course  
BIOL 110 - No equivalent course  
CMSC 150 - CMSC 128  
CMSC 191 (When topic was Computer Concepts and Applications) - CMSC 128  
ENGL 102 - ENGL 200  
MATH 101 - MATH 141 or MATH 151  
MATH 102 - MATH 151  
(only if the student has not previously used MATH 151 to repeat MATH 101)  
POLI 101 - POLI 103 (only if POLI 102 has not been previously taken)  
POLI 102 - POLI 103 (only if POLI 101 has not been previously taken)  
Note: If both POLI 101 and 102 have been taken, no repeat allowed.  
STAT 213 - 208 or 210