

Northeast Texas Community College &
Texas A&M University – Texarkana
2019-2020 Guided Pathways

Associate of Arts in Communications to
Bachelor of Science in Mass Communications

| NTCC | | A&M-TEXARKANA | |
|--------------------------|-----------|---|------------|
| COURSES | HOURS | COURSES | HOURS |
| ENGL 1301 | 3 | MCOM 1336 (or) MCOM 2330 | 3 |
| ENGL 1302 | 3 | MCOM 2303 | 3 |
| MATH 1332* | 3 | MCOM 2311 | 3 |
| SPCH 1315 (or) SPCH 1321 | 3 | MCOM 2320, (or) MCOM 2327, (or) MCOM 2330, (or) MCOM 300, (or) MCOM 301, (or) MCOM 305, (or) MCOM 350 | 3 |
| BIOL 1308* | 3 | MCOM 490, (or) MCOM 493, (or) MCOM 494 | 3 |
| BIOL 1309* | 3 | UD MCOM Electives | 12 |
| ARTS 1301* | 3 | UD MINOR | 18 |
| HIST 1301 | 3 | UD (or) LD Electives | 5 |
| HIST 1302 | 3 | | |
| GOVT 2305 | 3 | | |
| GOVT 2306 | 3 | | |
| HUMA 1301* | 3 | | |
| COMM 1307 (C or Better) | 3 | | |
| CAO B* | 3 | | |
| COMM 2311 | 3 | | |
| COMM 2315 | 3 | | |
| COMM 2305 | 3 | | |
| COMM 2389 | 3 | | |
| SPAN 1411* | 4 | | |
| PHED* | 2 | | |
| TOTAL | 60 | TOTAL | 120 |

*Other Courses may Apply. See NTCC Degree Plan for Options
45 Upper Division (UD) Hours Required for the BS Degree
30 Hours of Residency Required

Effective September 1, 2019 – August 31, 2024.
This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

MINORS

A minor requires a minimum of 18 SCH in a discipline, with the exception of the interdisciplinary studies minor that requires hours from more than one discipline.

Biology

| Code | Title | Hours |
|----------------------------|----------------------------------|-------|
| BIOL 1306 | Biology for Science Majors I | 3 |
| BIOL 1106 | Biology for Science Majors I Lab | 1 |
| BIOL 1307 | Biology for Science Majors II | 3 |
| BIOL 466 | Evolutionary Biology | 3 |
| 9 SCH UD Biology Electives | | 9 |
| Total Hours | | 19 |

Biotechnology

| Code | Title | Hours |
|-----------------------------|---|-------|
| BTEC 1340 | Quality Assurance and Quality Control in Biotechnology | 3 |
| BTEC 2431 (or) BTEC 2441 | Cell Culture Techniques Basic Molecular Biology Techniques | 4 |
| BTEC 310 | Biotechnology Research Methods and Applications | 4 |
| BTEC 490 | Advanced Biotechnology | 4 |
| Select 1 of the following: | | 4 |
| BTEC 411 | Protein Purification and Analysis | |
| BTEC 440 | Advanced Bioinformatics | |
| BTEC 473 | Fundamentals of DNA Forensics | |
| Total Hours | | 19 |

Chemistry

| Code | Title | Hours |
|-------------|----------------------------|-------|
| CHEM 1311 | General Chemistry I | 3 |
| CHEM 1111 | General Chemistry I (Lab) | 1 |
| CHEM 1312 | General Chemistry II | 3 |
| CHEM 1112 | General Chemistry II (Lab) | 1 |
| CHEM 2423 | Organic Chemistry I | 4 |
| CHEM 2425 | Organic Chemistry II | 4 |
| CHEM 410 | Biochemistry I | 4 |
| Total Hours | | 20 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Communication

| Code | Title | Hours |
|-----------------------------|---------------------------------------|-------|
| COMM 1311 | Introduction to Communication Studies | 3 |
| COMM 1318 | Interpersonal Communication | 3 |
| COMM 2335 (or) ENGL 2335 | Argumentation and Advocacy | 3 |
| COMM 320 | Communication in Organizations | 3 |
| COMM 325 (or) ENG 325 | Persuasive Communication | 3 |
| MCOM 350 (or) COMM 350 | Mass Communication Research Methods | 3 |
| Total Hours | | 18 |

Criminal Justice

| Code | Title | Hours |
|---|--|-------|
| Select at least 3 SCH from each of the following areas: | | 9 |
| Area I | | |
| CJ 320 | Deviance and Deviant Behavior | 3 |
| CJ 325 | Crime and Delinquency | 3 |
| CJ 480 | Criminological Theories | 3 |
| Area II | | |
| CJ 315 | Law and Society | 3 |
| CJ 340 | Criminal Law and Procedure | 3 |
| CJ 430 | Constitutional Issues: Rights of Accused and Convicted Offenders | 3 |
| CJ 485 | Seminar in Criminal Justice | 3 |
| Area III | | |
| CJ 310 | The Juvenile Justice System | 3 |
| CJ 330 | Institutional Corrections, Theory, and Practice | 3 |
| CJ 360 | Probation, Parole, and Community Corrections | 3 |
| CJ 380 | Ethnic and Cultural Diversity in America | 3 |
| 3 courses in upper division Criminal Justice | | 9 |
| Total Hours | | 18 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Drama

| Code | Title | Hours |
|-------------|-----------------------------------|-------|
| DRAM 1310 | Introduction to Theatre | 3 |
| DRAM 1351 | Acting I | 3 |
| DRAM 310 | Myths, Mysteries, and Murders | 3 |
| DRAM 311 | Manners, Modernity, and Masochism | 3 |
| DRAM 335 | Playwriting I | 3 |
| DRAM 450 | Studies in Genre (Drama) | 3 |
| Total Hours | | 18 |

English

| Code | Title | Hours |
|------------------------------|--|-------|
| ENGL 2360 | Introduction to Literary Studies | 3 |
| DRAM 1310 | Introduction to Theatre | 3 |
| MCOM 2370 (or) WGSS 1301 | Introduction to American Film History Introduction to Women's, Gender, and Sexuality Studies | 3 |
| 9 SCH Upper Division English | | 9 |
| Total Hours | | 18 |

Environmental Science

| Code | Title | Hours |
|------------------------------|--|-------|
| BIOL 2406 | Environmental Biology | 3 |
| BIOL 307 | General Ecology | 3 |
| BIOL 450 | Limnology | 4 |
| BIOL 420 | Global Change (EL) | 3 |
| CHEM 405 | Environmental Chemistry | 3 |
| Select one of the following: | | 3 |
| BIOL 421 | Endangered Ecosystems | |
| BIOL 422 | Atmosphere and Biosphere | |
| BIOL 330 | Introduction to Geographic Information Systems | |
| Total Hours | | 19 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Gender Studies

| Code | Title | Hours |
|----------------------------|---|-------|
| 18 SCH from the following: | | |
| CJ 350 | Types of Crime | |
| ENG 430 | Studies in Women's Literature | |
| HIST 416 | Sex, Swords, & Sorcery: The Medieval World in Anglo-American Film | |
| HIST 419 | American Social and Intellectual History | |
| HONR 345 | Advanced Academic Argument Seminar/Continental Philosophy | |
| PSCI 305 | Introduction to Political Ideologies | |
| PSCI 410 | American Political Theory | |
| PSCI 426 | Civil Rights and Civil Liberties | |
| PSCI 450 | Politics and Gender | |
| PSY 320 | Psychology of Interpersonal Interaction | |
| PSY 445 | Human Sexual Behavior | |
| SOCI 2301 | Marriage and Family | |
| Total Hours | | 18 |

History

| Code | Title | Hours |
|----------------------------------|--------------------------|-------|
| HIST 1301 | United States History I | 3 |
| HIST 1302 | United States History II | 3 |
| Upper-division History Electives | | 12 |
| Total Hours | | 18 |

Humanities

| Code | Title | Hours |
|-----------------------------|--|-------|
| HUMA 1301 | Introduction to the Humanities I | 3 |
| ARTS 1304 | Art History II | 3 |
| ARTS 1316 (or) MCOM 1318 | Drawing I Digital Photography I | 3 |
| MCOM 301 | | 3 |
| HUMA 497 | Special Topics in the Humanities | 3 |
| ART 415 (or) ART 420 | Impressionism and Post-Impressionism Art European Art History | 3 |
| Total Hours | | 18 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Interdisciplinary Studies

| Code | Title | Hours |
|---|-------|-------|
| Lower-division courses outside of major | | 9 |
| Upper-division courses outside of major | | 9 |
| Total Hours | | 18 |

International Studies

| Code | Title | Hours |
|-----------------------------------|---|-------|
| College-level Foreign Language | | 6 |
| Select 12 SCH from the following: | | 12 |
| ENG 450 | Studies in Genre | |
| ENG 472 | Advanced British Literature | |
| HIST 451 | Modern Latin America | |
| HIST 454 | The Culture and History of Mexico | |
| HIST 352 | Europe, 1920 to the Present | |
| HIST 470 | Twentieth Century Asia | |
| PSCI 340 | Introduction to Comparative Politics | |
| PSCI 350 | Introduction to International Relations | |
| PSCI 442 | Disputes in International Relations | |
| SOC 385 | Globalization and Social Change | |
| SOC 485 | Religion and Society | |
| Total Hours | | 18 |

Kinesiology

| Code | Title | Hours |
|--------------------------------------|--------------------------------------|-------|
| BIOL 2401 | Human Anatomy and Physiology I | 4 |
| BIOL 2402 | Human Anatomy and Physiology II | 4 |
| Choose 4 courses from the following: | | 12 |
| KINE 331 | Motor Development | |
| KINE 334 | Test and Measurement in Kinesiology | |
| KINE 343 | Exercise Physiology | |
| KINE 1354 | Concepts of Physical Activity | |
| KINE 432 | Kinesiology and Biomechanics | |
| KINE 436 | Motor Skills for Special Populations | |
| KINE 443 | Exercise Testing and Prescription | |
| Total Hours | | 20 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Leadership

| Code | Title | Hours |
|---------------------|--|-------|
| LEAD 305 | Introduction to Leadership: Concepts and Practices | 3 |
| LEAD 310 | Leadership Theory and Practice | 3 |
| LEAD 400 | Leadership and Gender Issues | 3 |
| LEAD 415 | Organization Development and Change | 3 |
| LEAD 420 | Community Leadership | 3 |
| Leadership Elective | | 3 |
| Total Hours | | 18 |

Mass Communication

| Code | Title | Hours |
|--|-------------------------------------|-------|
| MCOM 1307 | Introduction to Mass Communication | 3 |
| Sophomore Level Mass Communication Course | | 3 |
| Select one of the following: | | 3 |
| MCOM 305 | Media Law and Ethics | |
| MCOM 300 | Mass Communication Theory | |
| MCOM 350 | Mass Communication Research Methods | |
| Upper Division Mass Communication elective courses | | 6 |
| Mass Communication Elective (upper Division or lower Division) | | 3 |
| Total Hours | | 18 |

Political Science

| Code | Title | Hours |
|---|--|-------|
| PSCI 2301 | American Government I: Federal & Texas Constitutions | 3 |
| PSCI 2302 | American Government II: Federal & Texas Political Behavior | 3 |
| Upper Division Political Science Elective | | 12 |
| Total Hours | | 18 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Pre-Health (available for Biology Majors only)

| Code | Title | Hours |
|------------------------------------|---|-------|
| MATH 1342 | Elementary Statistical Methods | 3 |
| BIOL 2401 | Human Anatomy and Physiology I | 4 |
| BIOL 2402 | Human Anatomy and Physiology II | 4 |
| BIOL 311 | General Microbiology | 4 |
| Select 1 of the following courses: | | 3-4 |
| BIOL 332 | Molecular Pharmacology and Toxicology | |
| BIOL 335 | Medical Terminology | |
| BIOL 445 | Virology | |
| BIOL 446 | Survey of Human Disease and Pathophysiology | |
| CHEM 410 | Biochemistry I | |
| Total Hours | | 18-19 |

Psychology

| Code | Title | Hours |
|-------------------------|--|-------|
| PSYC 2301 | General Psychology | 3 |
| PSYC 2314 | Lifespan Growth and Development | 3 |
| PSY 316 | Abnormal Psychology | 3 |
| PSY 317 (or) PSY 350 | Psychology of Personality Learning and Behavior | 3 |
| PSY 426 | Introduction to Clinical and Counseling Psychology | 3 |
| Psychology Elective | | 3 |
| Total Hours | | 18 |

Social Studies

| Code | Title | Hours |
|---------------------------|---|-------|
| ECON 2301 | Principles of Macroeconomics | 3 |
| GEOG 1303 | World Regional Geography | 3 |
| GEOG 413 | Cultural Geography | 3 |
| PSCI 2301 | American Government I: Federal & Texas Constitutions | 3 |
| PSCI 340 (or) PSCI 350 | Introduction to Comparative Politics Introduction to International Relations | 3 |
| PSCI 427 (or) PSCI 428 | Public Law (EL) Intergovernmental Politics | 3 |
| Total Hours | | 18 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Social Work

| Code | Title | Hours |
|-------------------------------|--|-----------|
| SOCI 2350 | Introduction to Social Work | 3 |
| SOCW 360 | Working with Diverse Populations | 3 |
| SOCW 365 | Social Work Practice with Individuals and Families | 3 |
| SOCW 370 | Social Welfare Policy | 3 |
| SOC 495 | Sociology Internship | 3 |
| 3 SCH Upper Division Elective | | 3 |
| Total Hours | | 18 |

Sociology

| Code | Title | Hours |
|---|--|-----------|
| SOCI 1301 | Introduction to Sociology | 3 |
| SOC 320 | Deviance and Deviant Behavior | 3 |
| SOC 323 | Social Stratification | 3 |
| SOC 380 | Ethnic and Cultural Diversity in America | 3 |
| SOC 485 | Religion and Society | 3 |
| Upper-division approved Sociology elective | | 3 |
| Total Hours | | 18 |

Spanish

| Code | Title | Hours |
|---|--|-----------|
| Required Lower Division Language Courses | | |
| SPAN 1311 | Beginning Spanish I | 3 |
| SPAN 1312 | Beginning Spanish II | 3 |
| SPAN 2311 | Intermediate Spanish I | 3 |
| SPAN 2312 | Intermediate Spanish II | 3 |
| Required Upper Division Language Courses | | |
| SPAN 303 (or) SPAN 497 | Spanish Composition and Conversation Special Topics | 3 |
| Interdisciplinary Course Requirements | | |
| Select one of the following: | | 3 |
| HIST 450 | Latin America-The Colonial Era | |
| HIST 451 | Modern Latin America | |
| HIST 454 | The Culture and History of Mexico | |
| Total Hours | | 18 |

The minor advisor may approve the substitution of other courses which have the Latin America as their primary focus.

Effective September 1, 2019 – August 31, 2024.
This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Prior to enrolling in Spanish courses, students must complete the following:

- Pass a Spanish Proficiency Exam at a level of 300
- Complete an oral interview with the Spanish instructor
- Receive permission from the Spanish instructor to enroll in course

Women's Gender and Sexuality Studies

| Code | Title | Hours |
|--------------------------------|---|-------|
| WGSS 1301 | Introduction to Women's Gender, and Sexuality Studies | 3 |
| WGSS 497 | | 3 |
| 12 Credits from the following: | | 12 |
| CJ 350 | Types of Crime | |
| ENG 430 | Studies in Women's Literature | |
| HIST 416 | Sex, Swords, & Sorcery: The Medieval World in Anglo-American Film | |
| HIST 419 | American Social and Intellectual History | |
| HONR 345 | Advanced Academic Argument Seminar/Continental Philosophy | |
| PSCI 305 | Introduction To Political Ideologies | |
| PSCI 410 | American Political Theory | |
| PSCI 426 | Civil Rights and Civil Liberties | |
| PSCI 450 | Politics and Gender | |
| PSY 320 | Psychology of Interpersonal Interaction | |
| PSY 445 | Human Sexual Behavior | |
| SOCI 2301 | Marriage and Family | |
| Total Hours | | 18 |

Writing Studies

| Code | Title | Hours |
|------------------------------------|---|-------|
| ENGL 2340 | Writing Across the Curriculum | 3 |
| ENGL 2351 | Introduction to Creative Writing | 3 |
| MCOM 2310 | | 3 |
| Select 3 of the following courses: | | 9 |
| ENG 340 | Advanced Expository Writing (EL) | |
| ENG 345 | Advanced Composition for Educators | |
| ENG 350 | Technical Writing (EL) | |
| ENG 424 | History and Grammar of the English Language | |
| ENG 497 | Special Topics | |
| MCOM 410 | Feature Writing | |
| MCOM 415 | | |
| Total Hours | | 18 |

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

Course Descriptions

MCOM 1111. Film Appreciation. 1 Hour. Despite its longevity in our culture, the cinema is generally appreciated by the public as "successful" when it provides entertainment. This one-credit seminar will analyze film appreciation beyond "two-thumbs up" and the Rotten Tomato meter. While film appreciation is often subjective, it takes critical thinking, clear communication skills, and a historical understanding of the medium to provide it with substance.

MCOM 1112. The Art of the Comic Book. 1 Hour. The American comic strip and its long-form successors - the comic book and the graphic novel - have only recently experienced a shift from the cultural gutter to the stars. This one-credit seminar will analyze this cultural evolution through a historical cultural emphasis while accounting for the narrative and stylistic developments of the medium.

MCOM 1113. Communication in Today's Media Saturated World. 1 Hour. This one-credit seminar involves students in discussions and readings about media and communication in the 21st Century.

MCOM 1307. Introduction to Mass Communication. 3 Hours. Introducing the fields of mass communication, this course surveys theory, law and ethics, history, social implications, and mass media industries.

MCOM 2310. Media Writing. 3 Hours. Students will practice writing mechanics and apply writing skills to journalism, public relations, advertising, and broadcasting.

MCOM 2330. Introduction to Media Production. 3 Hours. This course provides an introduction to video production in the context of film history and film as an artistic medium.

MCOM 2340. Introduction to Public Relations. 3 Hours. Students will learn how to gather, analyze, organize, synthesize, and communicate information needed in the public relations profession.

MCOM 2350. Principles of Advertising. 3 Hours. An examination of the role of advertising and how an advertising agency functions, this course surveys global issues impacting advertising and the increasingly global nature of advertising campaigns as well as the role of diverse cultures in selecting and targeting ad campaigns.

MCOM 2360. Publication Design and Production. 3 Hours. A detailed overview of mass media publication design and production processes and techniques is provided in this course.

MCOM 2370. Introduction to American Film History. 3 Hours. Students will study the technology, the industrial structures, the personnel, and the films that have marked the evolution of cinema in America from 1890s to the contemporary period from silent shorts,

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

through the rise and fall of the Hollywood studio system, to the period of conglomeration and convergence that currently defines the industry.

MCOM 2380. Introduction to International Film. 3 Hours. Students will study the technology, the industrial structures, the personnel, and the films that have marked the evolution of cinema internationally from the 1890s to the contemporary period from silent shorts to direct engagement and competition with Hollywood. Subtopics include Russian Formalism, German Expressionism, French Surrealism, Italian neo-Realism, the French New Wave, and the international rise of the art cinema in the 60s and 70s.

MCOM 289. Independent Study. 1-3 Hours. This course provides individual instruction. Students may repeat the course when topics vary.

MCOM 300. Mass Communication Theory. 3 Hours. This course investigates the dominant theories of mass and mediated communication processes and effects, and the functions of theories in social scientific research related to media. Prerequisite: [MCOM 1307](#) with a minimum grade of C, or concurrently with permission of instructor.

MCOM 305. Media Law and Ethics. 3 Hours. The influence of constitutional rights, statutory restrictions, court precedents, self-imposed and public restrictions on news coverage and ethics of journalism will be examined in this course. Prerequisite: [MCOM 1307](#) with a minimum grade of C, or concurrently with permission of instructor.

MCOM 306. Broadcast Radio News Production. 3 Hours. An introduction to techniques of gathering, analyzing, and writing news and features for broadcast, this course also offers practice in interviewing, observation, and use of documentary references that include computer information retrieval and analysis skills. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

MCOM 310. Advanced News Writing and Reporting. 3 Hours. This course is an advanced study in the methods used in gathering and writing news. Prerequisite: [MCOM 2310](#) with minimum grade of C.

MCOM 311. Television News Production. 3 Hours. Reporting, preparing, and presenting news for television will be practiced, along with discussion and practice in writing, videotaping and editing news for TV. This course also analyzes the use of photographs and graphics as visuals, the use of sound in TV news, and ethical challenges of the TV reporter and editor. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

MCOM 312. Photojournalism. 3 Hours. This introductory photojournalism course focuses on the basics of light, camera operation, and the use of chemical and digital darkrooms, including spot news and feature photography as well as instruction in ethics, privacy and law. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

MCOM 315. Writing for Broadcast. 3 Hours. Principles of writing for radio and television will be examined. Students will practice writing commercials, underwriter announcements, public service announcements and news. Prerequisite: [MCOM 2310](#) with minimum grade of C.

MCOM 316. International Field Study in Journalism. 3 Hours. Students will become familiar with media and political systems of another country. Ten-day travel to the country will be required. Course may be repeated one time for a different country of study. Prerequisite: [MCOM 1307](#) with a minimum grade of C; course also requires travel outside of the United States.

MCOM 350. Mass Communication Research Methods. 3 Hours. This course explains essential research skills required in mass communication professions, including fact-checking, source verification, interviewing, and basic statistical analysis. Prerequisite: [MCOM 1307](#) with a minimum grade of C, or concurrently with permission of instructor.

MCOM 380. Advanced Professional Communication. 3 Hours. As students progress in their professional careers, advanced public speaking and presentations may be key to their success. This course will help students prepare and deliver presentations typical of governmental, business, educational and civil settings with focus on interview skills and intercultural communication.

MCOM 410. Feature Writing. 3 Hours. This course provides an introduction to the world of the magazine and what it takes to participate in that world as professionals with focuses on researching subjects in depth and long-form article writing. Prerequisite: [MCOM 2310](#) with a minimum grade of C.

MCOM 411. Advanced Editing, Layout and Design. 3 Hours. This course provides advanced layout and design skills required for Mass Communication professionals. Prerequisite: [MCOM 2360](#) with a minimum grade of C.

MCOM 412. Copy Editing. 3 Hours. This course covers editing for various media including the Web, broadcast, newspapers, magazines and corporate publications. Prerequisite: [MCOM 2310](#) with a minimum grade of C.

MCOM 415. News Analysis and Opinion Writing. 3 Hours. This study of editorials, commentary, reviews, news analysis, and criticism examines editorial boards, generating ideas for columns and writing books, theater and film criticism. Prerequisite: [MCOM 2310](#) with a minimum grade of C.

MCOM 416. Television Production. 3 Hours. The fundamentals of video production in a multi-camera studio and Electronic Field Production (EFP) environment are provided, including pre-

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

production, production, direction and editing, including functions and responsibilities of the production crew and the equipment. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

MCOM 417. Advanced Video Production. 3 Hours. This seminar deals with the theory of film and a practicum that results in a series of videographic criticism that brings together the theoretical readings of the course, a research subject, and film production technology. Students are expected to critically engage with readings in essay format and in in-class discussion and to utilize them as a philosophical foundation for their visual essay.

MCOM 418. Concepts in Classical Film. 3 Hours. Theories of film that marked the first fifty years of the field of Cinema Studies are discussed in this course. Topics and authors include: film language and film form (Sergei Eisenstein, Andre' Bazin), the relationship between film and reality (Siegfried Kracauer, Bazin), Film as a narrative art form (Tom Gunning, David Bordwell), authorship and genre (Andrew Sarris, Peter Wollen, Thomas Schatz, Leo Braudy, Rick Altman, and Robin Wood), and psychology and ideology (Christian Metz, Laura Mulvey).

MCOM 419. Popular Culture and Mass Communication. 3 Hours. Theories of media studies that have broadened the scope of the field in the past thirty years are discussed in this course. Topics and authors include: comics studies (Scott McCloud), fan culture (Henry Jenkins), gender (Lynn Spigel), new media (Lev Manovich), race (Aniko Bodrogykozy, Herman Gray), and television (John Caldwell, Raymond Williams).

MCOM 420. Advanced Photojournalism. 3 Hours. Students will prepare for professional opportunities in print and new media. Students will learn to photograph news, portraits, features, and sports. Students will also become proficient in Adobe Photoshop. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

MCOM 425. Case Studies in Advertising. 3 Hours. This course will introduce students to how paid advertising and unpaid media relations campaigns are planned, budgeted, and controlled. Prerequisite: [MCOM 1307](#) and [MCOM 2340](#), or [MCOM 2350](#) with a minimum grade of C.

MCOM 430. Public Relations Campaigns. 3 Hours. The development and presentation of a complete communication plan for a community organization is required in this course, with emphasis on researching public relation problems and opportunities, developing campaign objectives, planning public relations strategies and tactics, and specifying measures and approaches for evaluating campaign accomplishments. Theories, concepts, and techniques of public relations will be integrated into each campaign. Prerequisite: [MCOM 1307](#) and [MCOM 2340](#), or [MCOM 2350](#) with a minimum grade of C.

MCOM 489. Independent Study. 1-3 Hours. This course provides individual instruction. Students may repeat the course when topics vary.

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.

MCOM 490. Internship in Mass Comm (EL). 3 Hours. This is a field-based course in which students have an opportunity to apply and demonstrate writing, editing, public relations, advertising, and layout and design skills in a real world setting. This course integrates the principles of Experiential Learning and meets criteria for internship.

Prerequisite: [MCOM 1307](#) with a minimum grade of C; enrollment limited to MCOM majors with senior status, except with instructor permission.

MCOM 491. Research in Mass Communication. 3 Hours. This is a supervised course tailored to specific student interests. This course will give students opportunities for independent research, reading, and experimentation on relevant issues in mass communications.

MCOM 497. Special Topics in Mass Communication. 3 Hours. Instructors will provide an organized class designed to cover areas of specific interest. Students may repeat the course when topics vary. Prerequisite: [MCOM 1307](#) with a minimum grade of C.

Effective September 1, 2019 – August 31, 2024.

This unofficial degree plan is for informational purposes only.
Please contact Jennifer.perez@tamut.edu for questions.