

## Mass Communication

**School:** Mass Communication  
**Degree:** Bachelor of Arts in Mass Communication (BAMC)  
**Concentration:** Public Relations  
**Total Hours:** 120

### ADMISSION TO THE COLLEGE

To pursue this major, students must be admitted to the Manship School of Mass Communication. Admission is competitive, by application after earning a minimum of 30 hours of university course work, including MC 2010, "Media Writing," with a grade of "B" or better. Students with a 3.0 cumulative and LSU GPA will be given priority for admission, on a space available basis.

### SCHOLASTIC REQUIREMENTS

- \* A grade of "B" or better in MC 2010.
- \* A grade of "C" or better in all other MC courses, and in ENGL 2000.

### MINOR REQUIREMENT

All majors must complete a minor in an area outside of Mass Communication. The course requirements are defined by the department offering the minor.

### CRITICAL REQUIREMENTS

- SEMESTER 1:** "C" or better in ENGL 1001; 2.5 cumulative and LSU GPA
- SEMESTER 2:** "C" or better in MC 2000; 2.8 cumulative and LSU GPA
- SEMESTER 3:** "B" or better in MC 2010, "C" or better in MC 2035; 3.0 cumulative and LSU GPA
- SEMESTER 4:** "C" or better in ENGL 2000, MC 2015; Admission to the School

### RECOMMENDED PATH

#### Semester 1

**Critical: "C" or better in ENGL 1001; 2.5 cumulative and LSU GPA**

ENGL 1001 ENGL COMPOSITION .....	3
GEN. ED. COURSE - ANALYTICAL REASONING (FROM MATHEMATICS DEPARTMENT) ....	3
MC 2000 INTRO TO MASS MEDIA.....	3
GEN. ED. COURSE - ARTS .....	3
FIRST COURSE IN FOREIGN LANGUAGE SEQUENCE.....	4
<b>Total Semester Hours:</b>	<b>16</b>

#### Semester 2

**Critical: "C" or better in MC 2000; 2.8 cumulative and LSU GPA**

History 2055/2057 American History .....	3
MC 2010 MEDIA WRITING.....	3
MC 2035 DIGITAL BRANDS .....	3
SECOND COURSE IN FOREIGN LANGUAGE ... SEQUENCE .....	4
GEN. ED. COURSE - NATURAL SCIENCES <sup>1</sup> .....	3
<b>Total Semester Hours:</b>	<b>16</b>

#### Semester 3

**Critical: "B" or better in MC 2010, "C" or better in MC 2035; 3.0 cumulative and LSU GPA**

ACCT 2000/2001 .....	3
History 2055/2057 American History.....	3
MC 2015 VISUAL COMMUNICATION .....	3
MC 3010 INTRO TO PUBLIC RELATIONS (MC 2010) .....	3
GEN. ED. COURSE - NATURAL SCIENCES <sup>1</sup> .....	3
<b>Total Semester Hours:</b>	<b>15</b>

#### Semester 4

**Critical: "C" or better in ENGL 2000, MC 2015; Admission to the School**

GEN. ED. COURSE - ANALYTICAL REASONING .....	3
ENGL 2000 ENGLISH COMP [ENGL 1001] .....	3
Free Elective .....	3
GEN. ED. COURSE - NATURAL SCIENCES <sup>1</sup> .....	3
MC 3001 PUB REL WRIT & APP [MC 2015, 2035, 3010].....	3
<b>Total Semester Hours:</b>	<b>15</b>

#### Semester 5

ECON 2030 ECONOMIC PRINCIPLES <sup>2</sup> .....	3
MC 3333 Multiculturalism .....	3
MC 4020 PR RESEARCH [MC 2035, 3010, 3001] .....	3
MGT 3200 PRINCIPLES OF MGT .....	3
APPROVED SOCIAL SCIENCES OR HUMANITIES COURSE .....	3
<b>Total Semester Hours:</b>	<b>15</b>

#### Semester 6

MC 3080 MASS MEDIA LAW .....	3
MKT 3401 PRIN OF MARKETING .....	3
MC ELECTIVE.....	3
APPROVED SOCIAL SCIENCES OR HUMANITIES COURSES .....	6
<b>Total Semester Hours:</b>	<b>15</b>

#### Semester 7

MC 4002 STRAT PR & SOC MEDIA [MC 2035, 3010] .....	3
MC 4090 MEDIA ETH & SOC RESP .....	3
APPROVED MASS COMMUNICATION ELECTIVE (3000-LEVEL) .....	3
Free ELECTIVES .....	6
<b>Total Semester Hours:</b>	<b>15</b>

#### Semester 8

MC 4005 PUB RELATN CAMPAIGNS [MC 3001, 4020, 4002].....	3
Free ELECTIVES .....	10
<b>Total Semester Hours:</b>	<b>13</b>

*1 - If two course natural science sequence is taken in the life sciences, the additional three hour natural science course must be from the physical sciences, and vice versa.*

*2ECONOMICS option: ECON 2000 and 2010 (six hours) may be taken instead of ECON 2030 (three hours).*