

Mass Communication

School: Mass Communication
Degree: Bachelor of Arts in Mass Communication (BAMC)
Concentration: Public Relations (3+3)
Total Hours: 120

ADMISSION TO THE COLLEGE

To pursue this major, students must complete an application for admission into the 3+3 Pre-Law Program provided by a MCOM academic counselor and 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.

BASIC 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.

CRITICAL REQUIREMENTS

SEMESTER 1: "C" or better in ENGL 1001; 2.8 cumulative and LSU GPA

SEMESTER 2: "B" or better in MC 2010; 3.0 cumulative and LSU GPA;

SEMESTER 3: "C" or better in MC 3010; 3.2 cumulative and LSU GPA; Admission to the School

SEMESTER 4: "C" or better in ENGL 2000, MC 3001; 3.4 cumulative and LSU GPA

RECOMMENDED PATH

Semester 1

Critical: "C" or better in ENGL 1001; 2.8 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
MC 2035 DIGITAL BRANDS.....	3
FIRST COURSE IN FOREIGN LANGUAGE SEQUENCE	<u>4</u>
Total Semester Hours:	16

Semester 2

Critical: "B" or better in MC 2010; 3.0 cumulative and LSU GPA;

GEN. ED. COURSE - ANALYTICAL REASONING	3
MC 2010 MEDIA WRITING	3
MC 2015 VISUAL COMMUNICATION.....	3
SECOND COURSE IN FOREIGN LANGUAGE ...	4
GEN. ED. COURSE - NATURAL SCIENCES ¹	<u>3</u>
Total Semester Hours:	16

Semester 3

Critical: "C" or better in MC 3010, 3.2 cumulative and LSU GPA; Admission to the School

ACCT 2000/2001	3
History 2055/2057 American History.....	3
MC 3010 INTRO TO PUBLIC RELATIONS (MC 2010)	3
MC 3333 Multiculturalism	3
GEN. ED. COURSE - NATURAL SCIENCES ¹	<u>3</u>
Total Semester Hours:	15

Semester 4

Critical: "C" or better in ENGL 2000, MC 3001; 3.4 cumulative and LSU GPA

ENGL 2000 ENGLISH COMP [ENGL 1001]	3
GEN. ED. COURSE - NATURAL SCIENCES ¹	3
MC 3001 PUB REL WRIT & APP [MC 2015, 2035, 3010].....	3
MC 3080 MASS MEDIA LAW	3
MC 4002 STRAT PR & SOC MEDIA [MC 2035, 3010]	<u>3</u>
Total Semester Hours:	15

Semester 5

ECON 2030 ECONOMIC PRINCIPLES ²	3
MC 4020 PR RESEARCH [MC 2035, 3010, 3001]	3
MC 4090 MEDIA ETH & SOC RESP	3
MC ELECTIVE.....	3
MGT 3200 PRINCIPLES OF MGT	<u>3</u>
Total Semester Hours:	15

Semester 6

GEN. ED. COURSE - ARTS.....	3
MKT 3401 PRIN OF MARKETING	3
MC 4005 PUB RELATN CAMPAIGNS [MC 3001, 4020, 4002].....	3
MC ELECTIVE.....	3
History 2055/2057 American History	<u>3</u>
Total Semester Hours:	15

Semester 7

APPROVED ELECTIVES.....	<u>14</u>
Total Semester Hours:	14

Semester 8

APPROVED ELECTIVES.....	<u>14</u>
Total Semester Hours:	14

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).