

Mass Communication

School: Mass Communication
Degree: Bachelor of Arts in Mass Communication (BAMC)
Concentration: Digital Advertising
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 at least 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
MATH 1021	3
MC 2000 INTR TO MASS MEDIA	3
GEN. ED. COURSE - ARTS	3
FIRST COURSE IN FOREIGN LANGUAGE SEQUENCE.....	4
Total Semester Hours:	16

Semester 2

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

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

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
MC 2015 VISUAL COMMUNICATION	3
Free Elective	3
MC 2040 ADVERTISING IN SOCIETY	3
GEN. ED. COURSE - NATURAL SCIENCES ¹	3
Total Semester Hours:	15

Semester 4

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

EXST 2201 STATISTICAL ANALYSIS.....	4
ENGL 2000 ENGLISH COMP [ENGL 1001]	3
Free Elective	3
GEN. ED. COURSE - NATURAL SCIENCES ¹	3
MC 3031 Digital Advertising Strategies(MC 2010, MC 2015, MC 2035).....	3
Total Semester Hours:	16

Semester 5

ECON 2030 ECON PRINCIPLES ²	3
HIST 2057/HIST 2055	3
MC 3035 QUANT AUD ANALYSIS [MC 2035/MKT 3401, MC 2040;]	3
MC 3333 Multiculturalism	3
APPROVED SOCIAL SCIENCES OR HUMANITIES COURSE	3
Total Semester Hours:	15

Semester 6

MC 3036 Qual Aud Analysis(MC 2035/MKT 3401, MC 2040)	3
MKT 3401 PRIN OF MARKETING	3
MC 3080	3
APPROVED SOCIAL SCIENCES OR HUMANITIES COURSES	6
Total Semester Hours:	15

Semester 7

MC 4040 ADVERTISING PROBLEMS/MC 4031 Advertising Design [MC 3031, 3035, 3036]	3
MASS COMMUNICATION ELECTIVE	3
MC 4090 Media Ethics	3
APPROVED ELECTIVES	6
Total Semester Hours:	15

Semester 8

MC 4045 ADVERTISING CAMPAIGN [MC 2035, 3031, 4031/4040]	3
APPROVED ELECTIVES	9
Total Semester Hours:	12

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.

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