

# MASS COMMUNICATION MAJOR

Three Tracks: • Advertising • Journalism • Strategic Public Relations

## 2

Two-Year Plan of Study by Track (Fall 2022 and after)  
 For Transfer Students with an AA degree  
 MCOM Requirement (21 units) + Track Requirement (21 units)

| Year                  | Journalism Track   | Advertising Track   | Strategic Public Relations Track  |
|-----------------------|--|---|---|
| Junior<br>First Year  | <p>(Courses if not completed prior to transfer to TU)</p> <ul style="list-style-type: none"> <li>MCOM 101 Introduction to Mass Communication (3 units)</li> <li>MCOM 210 Introduction to Media Writing (3 credits)</li> </ul>  | <p>(Courses if not completed prior to transfer to TU)</p> <ul style="list-style-type: none"> <li>MCOM 101 Introduction to Mass Communication (3 units)</li> <li>MCOM 210 Introduction to Media Writing (3 credits)</li> </ul>   | <p>(Courses if not completed prior to transfer to TU)</p> <ul style="list-style-type: none"> <li>MCOM 101 Introduction to Mass Communication (3 units)</li> <li>MCOM 210 Introduction to Media Writing (3 credits)</li> </ul>   |
|                       | <p>(Track/Major courses)</p> <ul style="list-style-type: none"> <li>MCOM 258 Introduction to Digital Journalism (3 units)</li> <li>MCOM 341 Digital Publishing (3 units)</li> <li>Journalism Track Elective (3 units)*</li> <li>MCOM Major Elective (3 units)*</li> <li>MCOM 361 Law and Ethics in Journalism (3 units)</li> <li>MCOM 358 or MCOM 383 (3 units)</li> </ul> | <p>(Track/Major courses)</p> <ul style="list-style-type: none"> <li>MCOM 214 Principles of Advertising (3 units)</li> <li>Advertising Track Elective (3 units)*</li> <li>MCOM Major Elective (3 units)*</li> <li>MCOM 323 Advertising Media Planning (3 units)</li> <li>MCOM 325 Advertising Copywriting (3 units)</li> <li>MCOM 390 Mass Communication Research (3 Units)</li> </ul> | <p>(Track/Major courses)</p> <ul style="list-style-type: none"> <li>MCOM 253 Principles of Strategic Public Relations (3 units)</li> <li>MCOM 357 Public Relations Writing (3 units, fulfills Core 9)</li> <li>PR Track Elective (3 units)*</li> <li>MCOM Major Elective (3 units)*</li> <li>MCOM 390 Mass Communication Research (3 Units)</li> <li>MCOM 419 Corporate Communication Management (3 units)</li> </ul> |
| Senior<br>Second Year | <ul style="list-style-type: none"> <li>MCOM 407, MCOM 458 or MCOM 481 (3 units)</li> <li>MCOM Required Courses (6 units; choose <b>two</b> from: MCOM 333, MCOM 371, or MCOM 415)</li> <li>MCOM Major Elective (3 units)*</li> <li>Journalism Track Elective (3 units)*</li> <li>Journalism Track Elective (3 units)*</li> </ul>   | <ul style="list-style-type: none"> <li>MCOM 360 Law and Ethics in Advertising and PR (3 credits)</li> <li>MCOM Required Courses (6 units; choose <b>two</b> from: MCOM 333, MCOM 371, or MCOM 415)</li> <li>MCOM 447 Advertising Campaigns (3 units)</li> <li>MCOM Major Elective (3 units)*</li> <li>Advertising Track Elective (3 units)*</li> </ul>                                | <ul style="list-style-type: none"> <li>MCOM 360 Law and Ethics in Advertising and PR (3 units)</li> <li>MCOM Required Courses (6 units; choose <b>two</b> from: MCOM 333, MCOM 371, or MCOM 415)</li> <li>MCOM 453 Strategic Public Relations Campaign (3 units)</li> <li>MCOM Major Elective (3 units)*</li> <li>PR Track Elective (3 units)*</li> </ul>   |

\*MCOM Major Electives, Track Electives: May be taken at any time with satisfactory prerequisites. Students should consult with their adviser to make the most appropriate elective choices.