

MASS COMMUNICATION MAJOR

Three Tracks: • Advertising • Journalism • Strategic Public Relations

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Four-Year Plan of Study by Track (Fall 2022 and after)
MCOM Requirement (21 units) + Track Requirement (21 units)

Year	Journalism Track	Advertising Track	Strategic Public Relations Track
Freshmen First Year	<ul style="list-style-type: none"> MCOM 101 Introduction to Mass Communication (3 units) MCOM 210 Introduction to Media Writing (3 units) 	<ul style="list-style-type: none"> MCOM 101 Introduction to Mass Communication (3 units) MCOM 210 Introduction to Media Writing (3 units) 	<ul style="list-style-type: none"> MCOM 101 Introduction to Mass Communication (3 units) MCOM 210 Introduction to Media Writing (3 units)
Sophomore Second Year	<ul style="list-style-type: none"> MCOM 258 Introduction to Digital Journalism (3 units) MCOM 341 Digital Publishing (3 units) Journalism Track Elective (3 units)* MCOM Major Elective (3 units)* 	<ul style="list-style-type: none"> MCOM 214 Principles of Advertising (3 units) MCOM 325 Advertising Copywriting (3 units) Advertising Track Elective (3 units)* MCOM Major Elective (3 units)* 	<ul style="list-style-type: none"> MCOM 253 Principles of Strategic Public Relations (3 units) MCOM 357 Public Relations Writing (3 units, fulfills Core 9) PR Track Elective (3 units)* MCOM Major Elective (3 units)*
Junior Third Year	<ul style="list-style-type: none"> MCOM 358 or MCOM 383 (3 units) MCOM 361 Law and Ethics in Journalism (3 units) Journalism Track Elective (3 units)* MCOM Required Courses (6 units; choose two from: MCOM 333, MCOM 371, or MCOM 415) 	<ul style="list-style-type: none"> MCOM 323 Advertising Media Planning (3 units) MCOM 360 Law and Ethics in Advertising and PR (3 units) MCOM 390 Mass Communication Research (3 units) MCOM Required Courses (6 units; choose two from: MCOM 333, MCOM 371, or MCOM 415) 	<ul style="list-style-type: none"> MCOM 360 Law and Ethics in Advertising and PR (3 units) MCOM 390 Mass Communication Research (3 units) MCOM 419 Corporate Communication Management (3 units) MCOM Required Courses (6 units; choose two from: MCOM 333, MCOM 371, or MCOM 415)
Senior Fourth Year	<ul style="list-style-type: none"> MCOM 407, MCOM 458 or MCOM 481 (3 units) Journalism Track Elective (3 units)* MCOM Major Elective (3 units)* 	<ul style="list-style-type: none"> MCOM 447 Advertising Campaigns (3 units) MCOM Major Elective (3 units)* Advertising Track Elective (3 units)* 	<ul style="list-style-type: none"> MCOM 453 Strategic Public Relations Campaign (3 units) MCOM Major Elective (3 units)* PR Track Elective (3 units)*

*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.