

**MASS COMMUNICATION, CONCENTRATION—INTEGRATED MARKETING COMMUNICATION ACADEMIC
MAP: DEGREE BA/BS (120 CREDIT HOURS)**

This degree map is a semester-by-semester course schedule for students majoring in [Mass Communication with a concentration in Integrated Marketing Communication](#). The milestones listed to the right of each semester are designed to keep a student on track to graduate in four years. The schedule serves as a general guideline to help build a full schedule each semester. Milestones are courses and special requirements necessary for timely progress to complete a major. When one or more milestones are missed, students should consult with an academic advisor to determine if another degree path would be more suitable.

As a student majoring in Communications with a concentration in Mass Communication, you will be given extensive hands on experience in the various fields of media. You must pass all required Communications courses with a minimum 'C' grade. You will be most successful if you see an advisor each semester to continually work your plan toward graduation. Because the program is very active with a multitude of required video, audio and writing projects for various classes, strategic planning for each semester will increase your chances for success.

Before you begin taking the upper level (3000 – 4000) courses, the core classes for writing, along with the introduction to technology and production courses, must be completed with a minimum 'C' grade. Students who are having difficulty with writing are strongly encouraged to seek additional instruction through the Write Center on campus. Writing ability is critical to success as a Communication major, as well as professional success after graduation. Students are also encouraged to be active in the Departmental media outlets, such as WTST The Blaze campus, radio, TV98, and PAC House Productions, to gain experience that enhances course work. Projects from classes and media outlets are added to your student online portfolio which is evaluated your senior year. You can further strengthen your professional skills and portfolio by taking advantage of a variety of internship opportunities during your junior and senior years.

Tennessee State University recognizes that students have diverse learning, life, and professional experiences. The University provides opportunities for students to earn college credit toward the degree through a number of assessment options that evaluate their learning experiences. These paths are grouped under the category "Prior Learning Assessment" (PLA). Various means of earning PLA credit at TSU are the following: Advance Placement Program, American Council of Education (ACE) Military Credit, American Council on Education (ACE) other Assessed Credit, College Level Exam Program (CLEP), DSST Credit by Examination Program (includes DANTES Examination), Institutional Course Challenge Exams (Departmental Exams), International Baccalaureate Credit, Other Military Service, Portfolio Assessment. To learn more about PLA contact your academic advisor or the Office of Student Support Services for Adult and Distance Learners (615) 963-7001.

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Department Webb Address: <http://www.tnstate.edu/Communications/programs.aspx>

Fall Schedule		Milestones
Semester 1	Hrs.	Semester 1
UNIV 1000*	1	
ENGL 1010	3	Pre-Requisite Course: Must be taken before HIST 2010, HIST 2020, HIST 2030, HIST 2050 or HIST 2700; Minimum grade "C" Required
Natural Science w/lab **	4	
COMM 1040	3	Minimum Grade of "C" Required
Foreign Language I*** <u>or</u> Elective	3	
Total hours	14	

*An Orientation course taken at another University does NOT meet this requirement. Students with less than 60 transfer credit hours must take UNIV 1000 at TSU.

**Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are: BIOL 1010/1011, CHEM 1030/1031, PHYS 2030/2031 or ASTR 1010. See Catalog for complete list of qualifying courses.

***Four semesters of a single foreign language are required for the BA degree.

Spring Schedule		Milestones
Semester 2	Hrs.	Semester 2
ENGL 1020	3	Pre-Requisite Course: Must be taken before HIST 2010, HIST 2020, HIST 2030, HIST 2050 or HIST 2700; Minimum grade "C" Required
Natural Science II w/lab*	4	
MATH 1013 <u>or</u> 1110 <u>or</u> 1710	3	
COMM 1050	2	Pre-Requisite Course: Must be taken before COMM 2640; Minimum Grade of "C" Required
COMM 1060	1	Pre-Requisite Course: Must be taken before COMM 2360; Minimum Grade of "C" Required
Foreign Language II** <u>or</u> Elective	3	
Total hours	16	

*Natural Science-Must have 8 semester hours which includes the appropriate labs. Recommended courses are BIOL 1020/1021, CHEM 1040/1041, PHYS 2040/2041 or ASTR 1020. See Catalog for complete list of qualifying courses.

**Four semesters of a single foreign language are required for the BA degree

Fall Schedule		Milestones
Semester 3	Hrs.	Semester 3
HIST 2010	3	
Social/Behavior Science I*	3	
Foreign Language III** <u>or</u> Elective	3	
COMM 2350	3	Pre-Requisite Course: Must be taken before COMM 3000—4000 courses; Minimum Grade of "C" Required
COMM 2640	3	Pre-Requisite Course: Must be taken before COMM 3000—4000 courses; Minimum Grade of "C" Required
COMM 2200	3	
Total hours	18	

*AFAS 2010, ANTH2300, ECON2010-2020, HPSS1510, POLI 1010-2010, PSYC 2010, HIST 1210, HIST 1220, WMST 2010 will meet this requirement. See Catalog for complete list of qualifying courses.

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Spring Schedule		Milestones
Semester 4	Hrs.	Semester 4
THTR 1020	3	
Humanities and/or Fine Arts *	3	
HIST 2020	3	
Social/Behavior Science **	3	
ENGL Literature ***	3	
Foreign Language IV**** <u>or</u> Elective	3	
Total hours	18	

*ART1010, MUSC 1010, PHIL 1030, RELS 2010 will meet this requirement.

**AFAS 2010, ANTH2300, ECON2010-2020, HPSS1510, POLI 1010-2010, PSYC 2010, HIST 1210, HIST 1220, WMST 2010 will meet this requirement. See Catalog for complete list of qualifying courses.

***ENGL 2012-2322 will meet this requirement; must have 3 credit hours in this discipline.

****Four semesters of a single foreign language are required for the BA degree.

Fall Schedule		Milestones
Semester 5	Hrs.	Semester 5
		Complete application for admission to upper division.
		Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640)
COMM 3150	3	Pre-Requisite Course: Must be taken before COMM 4500 and COMM 4510; Minimum Grade of “C” Required
COMM 2800	3	
COMM 4480	3	
COMM 3160	3	
*COMM Elective 3000-4000	3	
Total hours	15	

*Chosen in consultation with advisor from all available 3000-4000-level Communications courses. Course prerequisites apply.

Spring Schedule		Milestones
Semester 6	Hrs.	Semester 6
		Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640)
COMM 4460	3	
*COMM Elective 3000-4000	3	
COMM 4580	3	
COMM 3950	3	
*COMM Elective 3000-4000	6	
Total hours	15	

*Chosen in consultation with advisor from all available 3000-4000-level Communications courses. Course prerequisites apply.

Fall Schedule		Milestones
Semester 7	Hrs.	Semester 7
		Complete pre-requisites for all COMM 3000—4000 courses (COMM 2350; COMM 2640)
COMM 4510	3	
COMM 3520	3	
Electives 3000-4000	3	
Electives Any Level	3	
Total hours	12	

Spring Schedule		Milestones
Semester 8	Hrs.	Semester 8
		Take Senior Exit Exam and Apply for Graduation
		Completed portfolios are required and must be submitted to the Coordinator for approval.
Electives 3000-4000	3	
Any Electives	9	
Total hours	12	

Employment Information: Internships are required for employment and letters of recommendation.

Representative Job Titles Related to this Major: Copywriters, graphic designers, account managers, brand managers, creative directors, marketing analysis, sales promotion coordinators, direct response managers, website builders, Internet managers, advertising managers, public relations specialists, publicists, account supervisors, project managers, consumer insight specialists, media specialists, social media coordinators, etc.

Representative Employers: Any location in the U.S. with global experience and in any industry.

International study is available for all TSU students and may include opportunities for internships or taking course work towards various minors. International study may have an impact on the MAP; therefore, it is important to consult with the academic advisor for this major before participating in an international Program opportunity. Students interested in study abroad opportunities should contact the Office of International Programs and consult with their academic advisor.

This map is not intended to be a contract; either expressed or implied, between the University and the students, but represents a flexible program of the current curriculum which may be altered from time to time to carry out the academic objectives of the University. TSU specifically reserves the right to change, delete or add to any MAP at any time within the student's period of study at the University.
