Students accepted into the major as of fall 2004 must follow this program. Students accepted into the major before fall 2004 may follow an earlier program.

**Required Prerequisites/General Education (11 credits)**

- MASS 110 (4) Intro to Mass Comm
- ENG 101 (4) Composition
- POL 111 (3) U.S. Government

**Core (33 credits)**

- MASS 221 (4) Media Writing I  \textit{Pre: MASS 110, ENG 101}
- MASS 312 (4) Mass Communications Law  \textit{Pre: MASS 221, POL 111}
- MASS 360 (4) Publications Layout  \textit{Pre: MASS 221}
- MASS 411 (4) Ethics & Press Criticism  \textit{Pre: MASS 221}
- MASS 433 (4) Public Relations Principles  \textit{Pre: MASS 221}
- MASS 434 (4) Advanced Public Relations Writing  \textit{Pre: MASS 433}
- MASS 440 (4) Strategic Communication Research  \textit{Pre: MASS 433}
- MASS 450 (4) Strategic Communication Campaigns  \textit{Pre: MASS 433, 440}
- MASS 498 (1) Internship  \textit{Pre: MASS 221, 312, 360, 433, 434}

**Elective (8 credits)**

Choose at least 8 credits from the following courses:

- MASS 242 (2) Radio Station Operation  \textit{Pre: MASS 221}
- MASS 290* (1-3) Selected Topics  \textit{Pre: MASS 221}
- MASS 322* (4) Media Writing II  \textit{Pre: MASS 221}
- MASS 334 (3) Writing & Speaking for Broadcast  \textit{Pre: MASS 221}
- MASS 341* (4) Editorial Process  \textit{Pre: MASS 221}
- MASS 351* (4) Photojournalism  \textit{Pre: MASS 221}
- MASS 381 (1) Reading for Honors  \textit{Pre: MASS 221}
- MASS 412* (4) History of Mass Communications  \textit{Pre: MASS 221}
- MASS 431* (4) Magazine Article Writing  \textit{Pre: MASS 221}
- MASS 436* (4) Specialized Writing  \textit{Pre: MASS 221}
- MASS 480 (1-3) Mass Media Seminar  \textit{Pre: MASS 221}
- MASS 490* (1-3) Mass Communication Workshop  \textit{Pre: MASS 221}
- MASS 499 (1-2) Individual Study  \textit{Pre: MASS 221}

*These courses serve as required core courses for other mass comm options. Registration priority is always given to students for whom a course is a core requirement. This means PR Option majors will be allowed to take these courses only if space permits after those in other options have registered.*