

Specialization - Public Relations

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B.A. in Media Communication **Description**

The B.A. in media and communication prepares students for a changing and increasingly global media and communication landscape including careers and/or graduate study in media research, criticism, policy, and management. As the media industry continues to evolve and new communication technologies continue to both disrupt society and enable better lives, students who can comprehend and apply multiple perspectives regarding the impact and implications of various media types will be able to anticipate and plan for future challenges.

Minimum Total Credit Hours: 120

General Education Requirements

The general education/core curriculum requirements for this program have a foundation in the liberal arts.

Students are required to complete the University Core, consisting of:

- English Composition - 6 hours of English composition
- Mathematics - 3 hours of college algebra or quantitative reasoning or statistics (taken from a department of mathematics) or a more advanced mathematics course
- Natural Science - 6 hours of natural science with labs
- Humanities - 6 hours of humanities
- Fine and Performing Arts Appreciation - 3 hours of fine and performing arts appreciation
- Social Science - 6 hours of social or behavioral science courses
- All media and communication majors must also complete 6 hours of foreign language coursework at any level. They may choose to do so within the same language or not.
- Student must complete 3 hours of oral communication by taking Spch 102, 105, 314, 107-108, or 207; or PPL 212.
- Students must fulfill a school-wide diversity requirement by taking 3 semester hours in a course related to race, ethnicity, culture, gender, or religion. This course must be in addition to any class used to fulfill the school's humanities requirement. Courses must be selected from a list of approved courses maintained by the school's director of academic advising.

Course Requirements

A major in media and communication for the B.A. degree requires 33 semester hours of coursework. Five courses (15 hours) are required:

- Jour 101
- Jour 102 or IMC 205
- Jour 103
- Jour 369
- IMC 325 or Jour 551
- Students will choose six additional elective courses (18 hours) with any MCOM course as well as list of approved IMC or Jour courses offered regularly and in rotation. In addition, students may count up to 3 hours of Spch or Writ at the 200+ level toward fulfillment of the major.
- Students are required to engage in a semester-long project that helps them investigate and understand a contemporary or emerging media/communication issue. They may fulfill this requirement through an approved internship, senior thesis, or enrollment in MCOM 480.

Other Academic Requirements

Students must complete a total of 120 hours, 30 of which must be at the 300+ level.

A minimum grade of C is required in all MCOM, IMC, and Jour courses for students pursuing a major in media and communication. A student may not enroll in an MCOM course until a minimum grade of C has been obtained in prerequisite courses. No MCOM course may be taken more than two times.

Students will additionally be able to declare any of the school-approved specializations:

- Accelerated Law (3 + 3)
- Fashion Promo. & Media
- Health Communication
- Media Sales and Mgmt.
- Public Relations
- Social Media
- Sports Comm. & Promotion
- Visual Design

Secondary Emphasis

Students are required to take at least 18 hours outside of the School of Journalism and New Media, which can be satisfied with a minor, double major, dual degree, or set of courses that comprise a secondary focus. Student who choose to fulfill this secondary emphasis with a set of courses not formally



recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.

Exercise and Leisure Activity Courses

While exercise and leisure activity (EL) courses are not required, a maximum of 6 hours of these courses may be counted toward a B.A. in media and communication. These courses are taken only on a pass-fail grading basis.

Specialization - Public Relations Course Requirements

Students who wish to specialize in public relations must also take Jour 102, IMC 491, and one of the following: IMC 320, IMC 354, IMC 355, IMC 492, IMC 562 or complete an approved 3-credit internship.

Degree Requirements

The academic regulations for this degree program, as entered in the University of Mississippi Catalog, are in effect for the current or selected academic year and semester. The University of Mississippi reserves the right to 1) change or withdraw courses; 2) change rules for registration, instruction, and graduation; and 3) change other regulations affecting the student body at any time.

B.A. in Media Communication General Education

REQUIREMENT	HOURS	DESCRIPTION
First Year Writing I	3	Successfully complete one of the following courses: Writ 100 or Writ 101 .
First Year Writing II	3	Successfully complete one of the following courses: Liba 102 , Writ 102 , or Hon 102 .
3 hrs of Math	3	Complete Math 115 , 120 , 121 , 123 , 125 , 261 , 267 , or 268 with a passing grade.
2 science courses	8	Complete 6 hrs of science chosen from: astronomy, physics, biology, chemistry, or geology with a passing grade.
2 science labs	8	Successfully complete at least two science laboratory courses.
6 hrs humanities	6	Successfully complete 6 hours in one of the following areas: African American Studies; classical civilization; philosophy; religion; Southern Studies 101, 102; University Honors 101, 102; Gender Studies 103, 201, 311, 390, or DMS 101 .
3 hrs fine arts	3	Complete 3 hours in the area of fine or performing arts. Choose from art history, music, dance, and theatre arts. Studio and workshop courses cannot be used to satisfy this requirement. Acceptable freshman or sophomore-level courses are: AH 101 , AH 102 , AH 201 , AH 202 ; Music 101, Music 102, Music 103, Music 104, Music 105; Dance 200; and Theatre 201.
6 hrs social science	6	Successfully complete 6 semester hours in anthropology, economics, political science, psychology or sociology.
6 hrs modern/ancient language	6	Students must additionally complete 6 hours of foreign language. They may choose to do so within the same language or not.
Oral Communication	3	Students must complete 3 hours of oral Communication by taking SPCH 102 , 105 , 314 ; 107-8 or 207; or PPL 212
Diversity Requirement	3	This course is in addition to any course used to fulfill the humanities requirement. Any African American Studies, Gender Studies, Religion, or Southern Studies; Anth 101 , 301 , 303 , 307 ; Soc 313 , 325 , or 413 ; Jour 345 , 513 ; 3 hours from an approved study abroad experience.

Major Requirements

REQUIREMENT	HOURS	DESCRIPTION
Jour 101 - C min	3	Complete Jour 101 with a grade of C or better.
Jour 102 or IMC 205 - C min	3	Complete Jour 102 or IMC 205 with a grade of C or better.
Jour 103 - C min	3	Complete Jour 103 with a grade of C or better.
Jour 369 - C min	3	Complete Jour 369 with a grade of C or better.
3 add'l hrs - C min	3	Complete 3 add'l hours with a grade of C or better chosen from the following: IMC 404 : Integrated Marketing Communications Research, IMC 325 : Data Literacy, OR JOUR 551 : Research in Mass Communications
Semester Project - C min	3	Students are required to engage in a semester-long project that helps them investigate and understand a contemporary or emerging media/communication issue. They may fulfill this requirement through an approved internship, senior thesis, or enrollment in MCOM 480 .
Enroll in a minor		Students are required to take at least 18 hours outside of the School of Journalism and New Media, which can be satisfied with a minor, double major, dual degree, or set of courses that comprise a secondary focus. Student who choose to fulfill this secondary emphasis with a set of courses not formally recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.

Major Requirements II



REQUIREMENT	HOURS	DESCRIPTION
Conceptual courses - C min	18	Students are required to take at least 18 hours outside of the School of Journalism and New Media, which can be satisfied with a minor, double major, dual degree, or set of courses that comprise a secondary focus. Student who choose to fulfill this secondary emphasis with a set of courses not formally recognized as a minor, double major, or dual degree are required to obtain official approval from the department chair.

Non-minor requirements

REQUIREMENT	HOURS	DESCRIPTION
18 hrs electives - C min	18	Students will choose six additional elective courses (18 hours) with any MCOM course as well as list of approved IMC or Jour courses offered regularly and in rotation. In addition, students may count up to 3 hours of Spch or Writ at the 200+ level toward fulfillment of the major.

Specialization - Public Relations

REQUIREMENT	HOURS	DESCRIPTION
Jour 102 - C min	3	Successfully complete Jour 102
IMC 491 - C min	3	Complete IMC 491 with a grade of C or better.
3 hrs MC Pub Rel Elect-C min	3	Complete 3 hrs of public relations electives with a grade of C or better chosen from one of the following: IMC 320 , IMC 354 , IMC 355 , IMC 492 , IMC 562 or complete an approved 3-credit internship.

