MASS COMMUNICATIONS, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN ADVERTISING/STRATEGIC

The Richard T. Robertson School of Media and Culture offers a Bachelor of Science in Mass Communications with concentrations in one of four areas: advertising, journalism, media production or public relations. The concentration in advertising prepares students for careers at advertising agencies, marketing departments of corporations or service organizations, and media companies.

Student learning outcomes

Upon completing this program, students will know how to do the following:

Mass communications core learning outcomes

- Conduct research and evaluate information by methods appropriate to the communication professions in which they work
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply tools and technologies appropriate for the communication professions in which they work
- Apply basic numerical and statistical concepts
- Think critically, creatively and independently
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
- Understand and apply the principles and laws appropriate to the communication professions in which they work, including copyright and trademark law
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications
- Demonstrate an understanding of professional ethical principles and work ethically
- Understand concepts and apply theories in the use and presentation of images and information

Advertising/strategic concentration-specific outcome

- Write correctly and clearly in forms and styles appropriate for strategic advertising professions, audiences and purposes they serve

Special requirements

The overview section of the Robertson School of Media and Culture explains the requirements for students to be admitted to, and remain in, the foundation program or a specific concentration in the school.

Students must earn a total of 45 credits in classes at the 300-level and above, including upper-level mass communications course work. To graduate from the mass communications program, students must have both a minimum cumulative GPA and a minimum major GPA of 2.5 and must earn a minimum grade of C in their senior-level capstone courses. The mass communications curriculum includes the foundation and specific concentrations.

Foundation course work for advertising students

MASC 101, MASC 201 and MASC 204, each with a minimum grade of C; and completion of general education courses UNIV 111, UNIV 112, ECON 203, STAT 208 or STAT 210, and a course from the scientific and logical reasoning area of inquiry. Completion of both ECON 210 and ECON 211 may substitute for ECON 203.

To enroll in MASC 203 or MASC 204, students must receive departmental permission.

To enroll in a mass communications course, majors must have earned a minimum grade of C in all courses prerequisite for that course.

Degree requirements for Mass Communications, Bachelor of Science (B.S.) with a concentration in advertising/strategic

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASC 101</td>
<td>Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>MASC 274</td>
<td>Diversity in the Media</td>
<td>3</td>
</tr>
<tr>
<td>MASC 300</td>
<td>Technical Prowess</td>
<td>3</td>
</tr>
<tr>
<td>MASC 380</td>
<td>Media and Culture</td>
<td>3</td>
</tr>
<tr>
<td>MASC 390</td>
<td>Ethical Problems in Mass Media</td>
<td>3</td>
</tr>
<tr>
<td>MASC 408</td>
<td>Communications Law</td>
<td>3</td>
</tr>
<tr>
<td>MASC 493</td>
<td>Fieldwork/Internship</td>
<td>3</td>
</tr>
<tr>
<td>MASC 499</td>
<td>Career Minded</td>
<td>3</td>
</tr>
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</table>

• Concentration requirements
- MASC 201 Curiousness
- MASC 204 Story

or MASC 203 Journalism Writing

- MASC 398 Awareness
- MASC 399 Empathy
- MASC 459 Judgment
- MASC 481 Completeness

• Major electives
- MASC electives

9

Ancillary requirements

<table>
<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>ARTH 104</td>
<td>Survey of Art II (satisfies experiential fine arts requirement)</td>
</tr>
<tr>
<td>ECON 203</td>
<td>Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives)</td>
</tr>
<tr>
<td>ENGL 215</td>
<td>Reading Literature (Note: not all options satisfy general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry)</td>
</tr>
</tbody>
</table>

or ENGL 201 Western World Literature I

or ENGL 202 Western World Literature II

or ENGL 203 British Literature I
or ENGL 204  |  British Literature II  
or ENGL 205  |  American Literature I  
or ENGL 206  |  American Literature II  
or ENGL 211  |  Contemporary World Literature  
or ENGL 217  |  Reading New Literature  
or ENGL 236  |  Women in Literature  
or ENGL 250  |  Reading Film  
or ENGL 291  |  Topics in Literature  
or NEXT 240  |  The Reading and Writing of Fiction and Poetry  

HIST 103  |  Survey of American History I  
or HIST 104  |  Survey of American History II  
HUMS 202  |  Choices in a Consumer Society  
MKTG 301  |  Marketing Principles (ACCT 202, ACCT 203 or ACCT 204 will also satisfy this requirement)  
STAT 208  |  Statistical Thinking (either satisfies general education quantitative foundations)  
or STAT 210  |  Basic Practice of Statistics  
POLI or URSP course (300 level or higher)  |  3  
Foreign language through the 102 level (by course or placement)  |  0-6  
Literature course (300-level or above) except ENGL/TEDU 386 or TEDU 387  |  3  

Open electives  
Select any course.  |  17-26  
Total Hours  |  120  

Completion of both ECON 210 and ECON 211 may substitute for ECON 203; ECON 210 satisfies the same general education categories.

The minimum number of credit hours required for this degree is 120.

What follows is a sample plan that meets the prescribed requirements within a four-year course of study at VCU. Please contact your adviser before beginning course work toward a degree.

**Freshman year**

**Fall semester**  
MASC 101  |  Mass Communications  |  3  
MATH 131  |  Introduction to Contemporary Mathematics (either a prerequisite for STAT 208; counts as open elective)  
or MATH 141  |  or Algebra with Applications  
UNIV 111  |  Focused Inquiry I (satisfies general education UNIV foundations)  |  3  

**Spring semester**  
General education course (select BOK for natural sciences and/or AOI for scientific and logical reasoning)  |  3-4  
General education course  |  3  

**Term Hours:**  |  15-16  

**Sophomore year**

**Fall semester**  
ARTH 104  |  Survey of Art II (satisfies experiential fine arts requirement)  |  3  
ENGL 215  |  Reading Literature (either satisfies general education BOK for humanities/fine arts and AOI for creativity, innovation and aesthetic inquiry)  
or NEXT 240  |  or Reading Technology, Media and Culture  
MASC 204  |  Story  |  3  
UNIV 200  |  Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)  |  3  

Foreign language 101  |  3  

**Term Hours:**  |  15  

**Spring semester**  
HIST 103  |  Survey of American History I  
or HIST 104  |  Survey of American History II  
MASC 300  |  Technical Prowess  |  3  
MASC 380  |  Media and Culture  |  3  
Foreign language 102  |  3  
MASC elective  |  3  

**Term Hours:**  |  15  

**Junior year**

**Fall semester**  
MASC 398  |  Awareness  |  3  
MASC 399  |  Empathy  |  3  
General education course  |  3  
Literature course (300-level or above) except ENGL 386/TEDU 386 or TEDU 387  |  3  
Open elective (300-400 level)  |  3  

**Term Hours:**  |  15  

**Spring semester**  
MASC 274  |  Diversity in the Media  |  3  
MKTG 301  |  Marketing Principles (ACCT 202, 203 or 204 will also satisfy this requirement)  |  3  

MASC electives (300-400 level)  |  6  

**Term Hours:**  |  15
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**Term Hours:** 15

**Senior year**

**Fall semester**

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<td>MASC 459 Judgment</td>
<td>3</td>
</tr>
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<td>Elective (300-400 level)</td>
<td>3</td>
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<tr>
<td>Open elective</td>
<td>2-3</td>
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**Term Hours:** 14-15

**Spring semester**

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<td>General education course</td>
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</table>

**Term Hours:** 15

**Total Hours:** 120-122

The minimum number of credit hours required for this degree is 120.