

# 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 (<http://bulletin.vcu.edu/undergraduate/college-humanities-sciences/school-media-culture/>) 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

Course	Title	Hours
<b>General education</b> ( <a href="http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/">http://bulletin.vcu.edu/undergraduate/undergraduate-study/general-education-curriculum/</a> )		
Select 30 credits of general education courses in consultation with an adviser.		30
<b>Major requirements</b>		
• Major core requirements		
MASC 101	Mass Communications	3
MASC 274	Diversity in the Media	3
MASC 300	Technical Prowess	3
MASC 380	Media and Culture	3
MASC 390	Ethical Problems in Mass Media	3
MASC 408	Communications Law	3
MASC 493	Fieldwork/Internship	3
MASC 499	Career Minded	3
• Concentration requirements		
MASC 201	Curiousness	3
MASC 204	Story	3
or MASC 203	Journalism Writing	
MASC 398	Awareness	3
MASC 399	Empathy	3
MASC 459	Judgment	3
MASC 481	Completeness	3
• Major electives		
MASC electives		9
<b>Ancillary requirements</b>		
ARTH 104	Survey of Art II (satisfies experiential fine arts requirement)	3
ECON 203	Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives) <sup>1</sup>	3
ENGL 215	Reading Literature (Note: not all options satisfy general education BOK for humanities/fine art and AOI creativity, innovation and aesthetic inquiry)	3
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 ENGL 295	The Reading and Writing of Fiction and Poetry	
or NEXT 240	Reading Technology, Media and Culture	
HIST 103	Survey of American History I	3
or HIST 104	Survey of American History II	
HUMS 202	Choices in a Consumer Society	1
MKTG 301	Marketing Principles (ACCT 202, ACCT 203 or ACCT 204 will also satisfy this requirement)	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
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
<b>Open electives</b>		
Select any course.		17-26
<b>Total Hours</b>		<b>120</b>

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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**

<b>Fall semester</b>		<b>Hours</b>
MASC 101	Mass Communications	3
MATH 131	Introduction to Contemporary Mathematics	3
or	(either is a prerequisite for STAT 208;	
MATH 141	counts as open elective)	
	or Algebra with Applications	
UNIV 111	Focused Inquiry I (satisfies general	3
Play course	education UNIV foundations)	
video for		
Focused		
Inquiry I		
General education course (select BOK for natural sciences and/or AOI for scientific and logical reasoning)		3-4
General education course		3
<b>Term Hours:</b>		<b>15-16</b>

**Spring semester**

ECON 203	Introduction to Economics (satisfies general education AOI for global perspectives)	3
HUMS 202	Choices in a Consumer Society	1
MASC 201	Curiousness	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
or		
STAT 210	or Basic Practice of Statistics	
UNIV 112	Focused Inquiry II (satisfies general	3
Play course	education UNIV foundations)	
video for		
Focused		
Inquiry II		
General education course		3
<b>Term Hours:</b>		<b>16</b>

**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	3
or		
NEXT 240	AOI for creativity, innovation and aesthetic inquiry)	
	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
<b>Term Hours:</b>		<b>15</b>

**Spring semester**

HIST 103	Survey of American History I	3
or		
HIST 104	or Survey of American History II	
MASC 300	Technical Prowess	3
MASC 380	Media and Culture	3
Foreign language 102		3
MASC elective		3
<b>Term Hours:</b>		<b>15</b>

**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
<b>Term Hours:</b>		<b>15</b>

**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

POLI or URSP course (300-level or higher)	3
<b>Term Hours:</b>	<b>15</b>
<b>Senior year</b>	
<b>Fall semester</b>	
MASC 390 Ethical Problems in Mass Media	3
MASC 408 Communications Law	3
MASC 459 Judgment	3
Elective (300-400 level)	3
Open elective	2-3
<b>Term Hours:</b>	<b>14-15</b>
<b>Spring semester</b>	
MASC 481 Completeness	3
MASC 493 Fieldwork/Internship	3
MASC 499 Career Minded	3
Elective (300-400 level)	3
General education course	3
<b>Term Hours:</b>	<b>15</b>
<b>Total Hours:</b>	<b>120-122</b>

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