

# MASS COMMUNICATIONS, BACHELOR OF SCIENCE (B.S.) WITH A CONCENTRATION IN PUBLIC RELATIONS

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 public relations concentration is designed to prepare students for employment in industry, government, nonprofit associations and public relations agencies.

## 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
- Establish an environment that encourages, supports and reinforces professionalism at all levels of learning
- Understand concepts and apply theories in the use and presentation of images and information

### Public relations concentration-specific outcome

- Write correctly and clearly in forms and styles appropriate for public relations 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 public relations students

MASC 101, MASC 205 and MASC 210, each with a minimum grade of C; and completion of general education courses UNIV 111, UNIV 112, POLI 103, 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 205, 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 public relations

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 205	Introduction to Public Relations Writing	3
MASC 210	Public Relations	3
MASC 333	Integrated Communication Writing	3
MASC 336	Social Media for Public Relations	3
MASC 337	Public Relations Strategy	3
MASC 425	Public Relations Research Methods	3
MASC 439	Agency	3
• Major electives		
Select public relations electives from the approved list below or any additional MASC course		6
<b>Ancillary requirements</b>		
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	Introduction to Creative Writing	
or NEXT 240	Reading Technology, Media and Culture	
ENGL 304	Persuasive Writing	3
HUMS 202	Choices in a Consumer Society	1
MGMT 310	Managing People in Organizations	3
MKTG 301	Marketing Principles	3
POLI 103	U.S. Government and Politics (satisfies general education BOK for social/behavioral sciences and AOI for diversities in the human experience)	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
or STAT 210	Basic Practice of Statistics	
POLI (300-level or higher) or upper-level writing (ENGL 310, ENGL 367 or ENGL 393)		3
Experiential fine arts <sup>2</sup>		1-3
Foreign language through the 102 level (by course or placement)		0-6
Literature course (300-level or higher) except ENGL 386/ TEDU 386 or TEDU 387		3
<b>Open electives</b>		
Select any course.		11-22
<b>Total Hours</b>		<b>120</b>

1

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

2

Courses offered by the School of the Arts

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

**Public relations electives**

Course	Title	Hours
MASC 335	Multimedia Production	3
MASC 423	Tourism and Hospitality Public Relations	3
MASC 424	Sports and Entertainment Public Relations	3
MASC 426	Influencer Relations	3
MASC 433	Special Events	3
MASC 435	Crisis Communication	3

MASC 438	Organizational Communications	3
MASC 488	Strategic Health Communication	3

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		Hours
MASC 101	Mass Communications	3
MATH 131	Introduction to Contemporary Mathematics	3
or MATH 141	(either is a prerequisite for STAT 208; counts as open elective) or Algebra with Applications	
POLI 103	U.S. Government and Politics (satisfies general education AOI for diversities in the human experience)	3
UNIV 111	Focused Inquiry I (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry I		
General education course		3
<b>Term Hours:</b>		<b>15</b>

**Spring semester**

ECON 203	Introduction to Economics (satisfies general education and AOI for global perspectives)	3
HUMS 202	Choices in a Consumer Society	1
MASC 210	Public Relations	3
MASC 274	Diversity in the Media	3
UNIV 112	Focused Inquiry II (satisfies general education UNIV foundations)	3
Play course video for Focused Inquiry II		
General education course (select BOK for natural sciences and AOI for scientific and logical reasoning)		3
<b>Term Hours:</b>		<b>16</b>

**Sophomore year**

**Fall semester**

ENGL 215	Reading Literature (either satisfies general education BOK for humanities/fine arts and AOI for creativity, innovation and aesthetic inquiry)	3
or NEXT 240	or Reading Technology, Media and Culture	
MASC 205	Introduction to Public Relations Writing	3
STAT 208	Statistical Thinking (either satisfies general education quantitative foundations)	3
or STAT 210	or Basic Practice of Statistics	
UNIV 200	Advanced Focused Inquiry: Literacies, Research and Communication (satisfies general education UNIV foundations)	3
Experiential fine arts		2-3
<b>Term Hours:</b>		<b>14-15</b>

**Spring semester**

ENGL 304	Persuasive Writing	3
MASC 300	Technical Prowess	3
MASC 333	Integrated Communication Writing	3
MASC 337	Public Relations Strategy	3
MASC 380	Media and Culture	3
<b>Term Hours:</b>		<b>15</b>

**Junior year****Fall semester**

MASC 336	Social Media for Public Relations	3
MASC 408	Communications Law	3
MASC 499	Career Minded	3
Foreign language 101		3
Literature course (300 level or higher) except ENGL 386/ TEDU 386 or TEDU 387		3
<b>Term Hours:</b>		<b>15</b>

**Spring semester**

MASC 390	Ethical Problems in Mass Media	3
MKTG 301	Marketing Principles	3
Foreign language 102		3
Open elective (300-400 level)		3
Public relations elective		3
<b>Term Hours:</b>		<b>15</b>

**Senior year****Fall semester**

MASC 425	Public Relations Research Methods	3
MASC 493	Fieldwork/Internship	3
POLI course (300 level or higher) or upper-level writing course (ENGL 310, ENGL 367 or ENGL 393)		3
Open elective		3
Public relations elective		3
<b>Term Hours:</b>		<b>15</b>

**Spring semester**

MASC 439	Agency	3
MGMT 310	Managing People in Organizations	3
General education course		3
Open electives		6
<b>Term Hours:</b>		<b>15</b>

<b>Total Hours:</b>	<b>120-121</b>
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The minimum number of credit hours required for this degree is 120.