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 203 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 203, 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
---|---|---
Select 30 credits of general education courses in consultation with an adviser. | | 30

Major requirements

• 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 203 Journalism Writing 3
  - MASC 210 Public Relations 3
  - MASC 333 Public Relations Technical Writing and Media Relations 3
  - MASC 336 Social Media for Public Relations 3
  - MASC 337 Public Relations Strategy 3
  - MASC 425 Public Relations Research Methods 3
  - MASC 493 Fieldwork/Internship 3

• Major electives
  - Select public relations electives from the approved list below or any additional MASC course 6

Ancillary requirements

- ECON 203 Introduction to Economics (satisfies general education BOK for social/behavioral sciences and AOI for global perspectives) 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
Mass Communications, Bachelor of Science (B.S.) with a concentration in public relations

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 ENGL 236  Women in Literature
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 2 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

Open electives
Select any course. 11-22

Total Hours 120

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

Courses offered by the School of the Arts

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

Public relations electives

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MASC 335</td>
<td>Multimedia Production</td>
<td>3</td>
</tr>
<tr>
<td>MASC 423</td>
<td>Tourism and Hospitality Public</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Relations</td>
<td></td>
</tr>
<tr>
<td>MASC 424</td>
<td>Sports and Entertainment Public</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Relations</td>
<td></td>
</tr>
<tr>
<td>MASC 426</td>
<td>Influencer Relations</td>
<td>3</td>
</tr>
<tr>
<td>MASC 433</td>
<td>Special Events</td>
<td>3</td>
</tr>
<tr>
<td>MASC 435</td>
<td>Crisis Communication</td>
<td>3</td>
</tr>
<tr>
<td>MASC 438</td>
<td>Organizational Communications</td>
<td>3</td>
</tr>
<tr>
<td>MASC 488</td>
<td>Strategic Health Communication</td>
<td>3</td>
</tr>
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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

<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>
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<tr>
<td>MATH 131</td>
<td>Introduction to Contemporary Mathematics  (either is a prerequisite for STAT 208; counts as open elective)</td>
<td>3</td>
</tr>
<tr>
<td>or MATH 141</td>
<td>Algebra with Applications</td>
<td></td>
</tr>
<tr>
<td>POLI 103</td>
<td>U.S. Government and Politics (satisfies general education AOI for diversities in the human experience)</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 111</td>
<td>Focused Inquiry I (satisfies general education UNIV foundations)</td>
<td>3</td>
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</table>

General education course 3

Term Hours: 15

Spring semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ECON 203</td>
<td>Introduction to Economics (satisfies general education and AOI for global perspectives)</td>
<td>3</td>
</tr>
<tr>
<td>HUMS 202</td>
<td>Choices in a Consumer Society</td>
<td>1</td>
</tr>
<tr>
<td>MASC 210</td>
<td>Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>MASC 274</td>
<td>Diversity in the Media</td>
<td>3</td>
</tr>
<tr>
<td>UNIV 112</td>
<td>Focused Inquiry II (satisfies general education UNIV foundations)</td>
<td>3</td>
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</tbody>
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General education course (select BOK for natural sciences and AOI for scientific and logical reasoning) 3

Term Hours: 16

Sophomore year

Fall semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ENGL 215</td>
<td>Reading Literature (either satisfies general education BOK for humanities/fine arts and AOI for creativity, innovation and aesthetic inquiry) or Reading Technology, Media and Culture</td>
<td>3</td>
</tr>
<tr>
<td>MASC 203</td>
<td>Journalism Writing</td>
<td>3</td>
</tr>
<tr>
<td>STAT 208</td>
<td>Statistical Thinking (either satisfies general education quantitative foundations) or Basic Practice of Statistics</td>
<td>3</td>
</tr>
<tr>
<td>or STAT 210</td>
<td>Basic Practice of Statistics</td>
<td></td>
</tr>
<tr>
<td>UNIV 200</td>
<td>Advanced Focused Inquiry, Literacies, Research and Communication (satisfies general education UNIV foundations)</td>
<td>3</td>
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Experiential fine arts 2-3

Term Hours: 14-15

Spring semester
ENGL 304  Persuasive Writing  3  
MASC 300  Technical Prowess  3  
MASC 333  Public Relations Technical Writing and Media Relations  3  
MASC 337  Public Relations Strategy  3  
MASC 380  Media and Culture  3  
  Term Hours:  15  

**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/ TEDU 386 or ENGL 387  3  
  Term Hours:  15  

**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  
  Term Hours:  15  

**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  
  Term Hours:  15  

**Spring semester**

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

**Total Hours:**  120-121

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