



AAS in Communications – Multimedia Marketing and Production  
 Bachelor of Applied Arts & Sciences  
**Guided Pathway**  
 Effective for the 2016-2017 Catalog

**First Year – Tyler Junior College**

FIRST SEMESTER (15 SCH)	SECOND SEMESTER (15 SCH)
◌ COMM 1307 – Introduction to Mass Communication (080)	COMM 2332 – Radio/Television News
COMM 1335 – Introduction to Electronic Media	RTVB 2351 – Programming for Radio and TV
COMM 2303 – Audio Production	ARTC 1305 – Basic Graphic Design
IMED 1301 – Introduction to Digital Media	RTVB 2330 – Film and Video Editing
◌ ENGL 1301 – Composition I (010)	◌ SPCH 1321 – Bus. & Prof. Communication (010)

**Second Year – Tyler Junior College**

It's best to apply to Texas A&M University Commerce a full semester before you plan to transfer.  
 It will help if you submit a copy of this pathway with your application.

FIRST SEMESTER (15 SCH)	SECOND SEMESTER (15 SCH)
COMM 2330 – Introduction to Public Relations	COMM 2327 – Introduction to Advertising
IMED 1316 – Web Design I	RTVB 1345 – Broadcast Engineering
◌ ARTS 1301 - Art Appreciation * (050)	RTVB 2339 – Broadcast Sales
◌ ECON 2301 – Principles of Macroeconomics * (080)	MRKG 1311 – Principles of Marketing
◌ MATH 1314 – College Algebra * (020)	RTVB 2386 – Internship – Radio and Television

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You will need to apply for the associate's degree at your community college. Contact your advisor there for more information.

**Third Year – Texas A&M University-Commerce**

FIRST SEMESTER	SECOND SEMESTER
◌ ENG 1302 - GLB/US-Written Argument/Research	◌ ANY LIFE & PHYSICAL SCIENCE CORE
◌ ANY LIFE & PHYSICAL SCIENCE CORE	◌ ANY CREATIVE ARTS CORE
◌ HIST 1301 - U.S. History to 1877	◌ HIST 1302- U.S. History from 1865
◌ PSCI 2301 - Principles of US and Texas Government <sup>2</sup>	◌ PSCI 2302 - US/TX Government; Institutions & Policies <sup>2</sup>
BAAS 301 Principles of Applied Sciences	◌ ANY DEGREE PATHWAY OPTION
	BAAS 326 Tech Techniques & Solutions

**Fourth Year – Texas A&M University-Commerce**

FIRST SEMESTER	SECOND SEMESTER
TMGT 458 Project Management	TMGT 350 Principles of Technology Management
BAAS 345 Leadership Techniques	BAAS 445 Ethical Decision Making
BAAS 408 Advanced Problem Solving (Pre-Req BAAS 326)	Upper Level Elective
BAAS 351 Financial Tools for Mangers (Pre Req BAAS 326)	Upper Level Elective
BAAS 443 Professional Standards	TMGT 303 Technical Communications

**This is not an official degree plan. Check with an advisor; degree plans may change in later catalogs.**

Part-time students may also follow this sequence. Developmental coursework may be required.

\* You may take a different course to meet this requirement. A specific list is available from your advisor.

◌ This course counts for the Core Curriculum at any public college or university in Texas.

() Course numbers shown in parentheses are equivalent to these courses at TAMUC.

*For questions about the University portion of this guided pathway, contact the Applied Science Academic Advising Office at (903) 886-5155 or Misty.Lair@tamuc.edu.*