



Associate of Science (any completed A.S.) to  
Bachelor of Arts in Digital Media and Professional Communication  
**Guided Pathway**  
Effective for the 2019-2020 Catalog



### First Year – Tyler Junior College

FIRST SEMESTER	SECOND SEMESTER
<sup>C</sup> Core Mathematics [020]	<sup>C</sup> ENGL 1302- Composition II [010]
<sup>C</sup> GOVT 2305 (POLS 1301)- American Government [070]	<sup>C</sup> GOVT 2306 (POLS 2306)- Texas Government [070]
<sup>C</sup> ENGL 1301- Composition I [010]	<sup>C</sup> Life and Physical Science Core
<sup>C</sup> Life and Physical Science Core	<sup>C</sup> Oral Communications 3 Semester Credit Hours [090]
A.S. Elective	A.S. Elective

Total Semester Hours: 15

Total Semester Hours: 15

### Second Year – Tyler Junior College

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

FIRST SEMESTER	SECOND SEMESTER
<sup>C</sup> Social and Behavioral Science Core [080]	Component Area Option [090]
<sup>C</sup> HIST 1301 (HIST 2300)- United States History I [060]	<sup>C</sup> HIST 2301 (HIST 2301)- US History II [060]
<sup>C</sup> Language, Philosophy and Culture Core [040]	<sup>C</sup> Creative Arts Core - 3 Semester Credit Hours [050]
A.S. Elective	A.S. Elective
A.S. Elective	A.S. Elective

Total Semester Hours: 15

Total Semester Hours: 15

### Associate of Arts: Any Subject

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

### Third Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
Choose one: MCOM 1301: Introduction to Digital and Social Media; MCOM 2320: Writing for Media and Communication; or MCOM 2350: Communicating in a Global Society	COMS 3302: Communication Research
COMS 3301: Communication Theory	COMS 3315: Political Campaign Communication
JOUR 3355: Media Ethics	COMS 3321: Rhetoric of Film
JOUR 4330: Public Opinion and Propaganda OR PR 3353: Political Public Relations	CMI 3308: Visual Communications
MCOM 3300: Theories of Media and Communication	JOUR 3370: Global Journalism Issues and Approaches

Total Semester Hours: 15

Total Semester Hours: 15

### Fourth Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
ADV 3310: Principles of Advertising	ADV 3318: Advertising Research and Consumer Insights
COMS 3320: Media, Technology, and Society	ADV 3350: Sports Advertising
COMS 3335: Nonverbal Communication	COMS 3332: Intercultural Communication
CMI 3355: Ethnicity, Race, and Gender in Media	PR 3351: Public Relations for Non-Profits
JOUR 4305: Sport and Media	PR 4351: International and Multicultural Public Relations

Total Semester Hours: 15

Total Semester Hours: 15

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

<sup>\*</sup>A student with an A.A. degree will need to meet TTU graduation requirements and may have to take additional courses of part of their degree plan to complete their B.A. degree.

<sup>\*\*</sup> Students who have completed the A.A. or A.S. but who have not met the minimum high school foreign language requirement in the state of Texas may have to take additional hours in a single foreign language. Please check with the Advising office in the College of Media & Communication

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

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

<sup>\*\*</sup> 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 Texas Tech University

**Texas Tech University Uniform Graduation Requirements**

- Foreign Language Requirement**  
Students graduating from Texas Tech University should be able to express, negotiate, and interpret meaning in a second language.  
Any entering student who has not completed two years of a single foreign language in high school must complete at least two semesters (or its equivalent) of a single foreign language at the first-year college level or at least one semester of a foreign language at a 2000 level or higher as a graduation requirement. This requirement may also be satisfied by transferring in the equivalent courses from another college or university. Individual Texas Tech University colleges may have additional foreign language proficiency requirements. Additional requirements may be necessary for select majors.
- Science Laboratory Requirement**  
Students graduating from Texas Tech University are required to complete two semester credit hours of science laboratory courses. Normally this will be done by taking two 4-credit science courses or combinations of lecture and lab.
- Communication Literacy Requirement**  
Students will complete the required communication literacy requirement.
- Core Curriculum Requirement**  
Students will complete the required core curriculum.
- Multicultural Requirement**

For questions about the University portion of this pathway,  
Contact the College of Media & Communication Academic Advising Office at (806) 742-3386.



Associate of Science (any completed A.S.) to  
Bachelor of Arts in Digital Media and Professional Communication

**Guided Pathway**

Effective for the 2019-2020 Catalog

In addition to the State of Texas core curriculum, every student must include at least one 3-hour multicultural course or its equivalent that focuses explicitly on the distinctive subcultures of the United States or on the culture of another society.



**Maximum number of transferrable semester credits hours from a two-year institution applicable to a baccalaureate degree at the university is 80.**