



AA/AS Communication Field of Study
Advertising/Public Relations to
Bachelor of Science in Communication Studies
Public Relations and Event Management Concentration ^T
Guided Pathway
Effective beginning with the 2019-2020 catalog



First Year - Collin College

(Developmental coursework may be required.)

FIRST SEMESTER	SECOND SEMESTER
◌ ENGL 1301 Composition I	◌ ENGL 1302 Composition II (or ENG 2311)
◌ Mathematics (see list below) – 3 hours	◌ Life/Physical Science (see list below) – 4 hours
◌ Speech (see list below) – 3 hours	◌ Lang, Phil, & Culture (see list below) - 3 hours
◌ History (see list below) – 3 hours	◌ History (see list below) – 3 hours
COMM 1307 – Introduction to Mass Communication	Required Elective (see list below) - 3 hours
15 credit hours	16 credit hours

Second Year - Collin College

Apply to Tarleton State University a full semester before you plan to transfer.

FIRST SEMESTER	SECOND SEMESTER
◌ GOVT 2305 Federal Government	◌ GOVT 2306 Texas Government
◌ Life/Physical Science (see list below) – 4 hours	◌ Creative Arts (see list below) – 3 hours
◌ Social/Behavioral Science (see list below) -3 hours	Required Elective (see list below) - 3 hours
Required Elective (see list below) - 3 hours	Related Elective (see list below) - 3 hours
Elective from any area – 3 hours	*Elective (see list below) – 1 to 3 hours
16 credit hours	13-15 credit hours

AA in General Studies

Contact your advisor at Collin College for information about applying for your Associate's degree.

These courses may be taken at Collin College or TSU

COMM 2311 – News Gathering & Writing I	COMM 2325 – Event Coordination
Elective Course	Elective Course

Total Semester Hours: 12

Third Year – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
PHIL 3301 – Ethics in the Professions	COMM 3320 – Public Relations
ENGL 3309 – Technical Writing and Document Design	COMM 3310 – Communication Law (Spring Only)
MKTG 2314 – Marketing OR	ENGL 3312 – Graphics and Technical Writing OR
MKTG 3316 – Consumer Behavior OR	ENGL 4312 – Technical Writing and Computer Applications OR
MKTG 3318 – Promotional Strategy	ENGL 4320 – Writing for Electronic Mediums
ENGL 3310 – Technical Writing and Editing	COMM 3328 – Public Relations Writing OR
	ACOM 3314 – Writing and Editing for Agricultural Publications

Total Semester Hours: 12

Total Semester Hours: 12

Fourth Year – Tarleton State University

FIRST SEMESTER	SECOND SEMESTER
COMM 3308 – Digital Video Production OR	COMM 4325 – Applied Public Relations and Event Planning
ACOM 4350 – Electronic Field Production for Agricultural Communications	
COMM 4320 – Event Planning and Management (Fall Only) OR	COMM 4310 – Computer-Mediated Communication
COMM 4384 – Communications Internship OR	
COMM 4085 – Communications Seminar	
Advanced COMM Elective Course	Advanced Elective Course
Advanced Elective Course	Advanced COMM Elective Course

Total Semester Hours: 12

Total Semester Hours: 12

TOTAL: 120

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 Tarleton State University.

^T Degree availability varies by campus; consult www.tarleton.edu for more information.

History - choose two from: **HIST 1301, 1302, 2301**

Mathematics – **AS degree** MUST choose TWO from: **MATH 1314, 1414, 1316, 1342, 2305, 2318, 2320, 2412, 2413, 2414, 2415**. **AA degree** may choose ONE from above or ONE from: **MATH 1324, 1325, 1332, 1350, 1351**

Speech – choose one from: **SPCH 1311, 1315, or 1321**

Life & Physical Sciences – choose two from: **BIOL 1406, 1407, 1414, 1415, 2401, 2402, 2406, 2416, 2421, CHEM 1411, 1412, 2423, 2425, ENVR 1401, 1402, GEOL 1403, 1404, PHYS 1401, 1402, 2425, 2426**. (**AA and degree** may also choose from: **BIOL 1408, 1409, 2404, 2420, CHEM 1405, GEOL, 1401, 1402, 1445, 1447, PHYS 1403, 1404, 1405, 1410, 1415, 1417**)

Language, Philosophy, & Culture - choose one from: **ENGL 2322, 2323, 2327, 2328, 2332, 2333, 2342, 2343**

Creative Arts - choose one from: **ARTS 1301, 1303, 1304, 1313, DANC 2303, DRAM 1310, 2361, 2362, 2366, MUSI 1306, 1307, 1310**

Social and Behavioral Sciences – choose one from: **ANTH 2302, 2346, 2351, ECON 2301, 2302, PSYC 2301, SOCI 1301, 1306**

Required Electives - choose at from areas below for a total of at least 12 credit hours:

Area 1 - choose at least two from: **COMM 1307, 2300, 2330**

Area 2 – choose at least one from: **COMM 2332, 2339**

Choose at least one to complete 12 credit hours if needed: **COMM 2330, 2332, SPCH 1318**

*Elective – choose one from: **EDUC 1300, KINE 1164, 1304, 1338, PSYC 1100, 1300, or ANY core course not used to meet core requirements.** (**AS degree** may use this area for second math course)

*For questions about the university portion of this pathway,
contact the Communication Studies department at 254-968-9149.*