



**Associate of Arts in Advertising/Public Relations to
B.A. in Public Relations
Guided Pathway
Effective for the 2021-2022 Catalog**



First Year – Tyler Junior College

FIRST SEMESTER	SECOND SEMESTER
^c ENGL 1301 Composition I	^c SPCH 1315 Public Speaking*
^c MATH xxxx Mathematics Core	^c ENGL 1302 Composition II*
^c EDUC 1300 Learning Framework*	^c Life and Physical Sciences Core + LAB
^c COMM 1307 Introduction to Mass Communication*	^c Language, Philosophy & Culture Core
COMM 2328 Advertising Art I	COMM 2311 Media Writing

Second Year – Tyler Junior College

It's best to apply to TX 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
^c HIST 1301 US History I	^c HIST 1302 US History II*
^c GOVT 2305 Federal Government	^c GOVT 2306 Texas Government
^c Life and Physical Sciences Core + LAB	^c Creative Arts Core Suggest ARTS 1301 (also MULT credit)
COMM 2330 Introduction to Public Relations	COMM 2327 Introduction to Advertising
COMM 2305 Editing & Layout*	Elective (1 hr)

AA: Advertising/Public Relations

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
^c MATH 2300 – Statistical Methods OR MATH 2345 Intro. To Statistics with Application to Business	PR 3311 Public Relations Strategies
MCOM 1301 - Introduction to Digital & Social Media	PR 3308 Public Relations Practice
MCOM 2350 - Communicating in a Global Society	MCOM Global Comm or Foreign Language (3 SCH)
MCOM 3300 Theories of Media and Communication <u>OR</u> PR 3300 Applied PR Research	PR 3--- or 4--- Group A Elective (3 SCH)
Group C Elective (3 SCH)	Group B JR/SR Elective – 3 SCH

Fourth Year – Texas Tech University

FIRST SEMESTER	SECOND SEMESTER
MCOM 3380 Research in Media & Communication <u>OR</u> PR 4380 Applied Public Relations Research	PR 4412 Public Relations Campaigns
MCOM Global Comm or Foreign Language (3 SCH)	PR 3341 Public Relations Graphics and Production
PR 3312 Public Relations Writing	PR 3--- or 4--- Group A Elective (3 SCH)
PR 3315 Digital Public Relations	Group C JR/SR Elective (3 SCH)
PR 3--- or 4--- Group A Elective (3 SCH)	Elective (2 SCH)

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.

^c 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.

1. 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.

2. 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.

3. Communication Literacy Requirement

Students will complete the required communication literacy requirement.

4. Core Curriculum Requirement

Students will complete the required core curriculum.

5. Multicultural Requirement

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.

*For questions about the University portion of this pathway,
Contact the Transfer Advising Office at 806-742-1480.*