

Mass Communication Courses and Prerequisites

Effective for Spring 2026 Enrollment

Course	Replaces	Title	Course Prerequisites
MCOM 101 [MCOM 102]		Introduction to Mass Communication [Honors Introduction to Mass Communication]	[MCOM 102: Honors College admittance]
MCOM 210	MCOM 256 MCOM 257	Introduction to Media Writing	MCOM 101 (may be taken concurrently) (Students who have successfully completed MCOM 256 or MCOM 257 will not receive additional credit for MCOM 210.)
MCOM 214		Principles of Advertising	MCOM 101
MCOM 220		Digital Tools	None; cannot received credit if already took MCOM 479- Digital Tools
MCOM 253		Principles of Strategic Public Relations	MCOM 101
MCOM 258		Introduction to Digital Journalism	MCOM (210, 256, or 257)
MCOM 310		Understanding Disability Through Mass Media	MCOM 101 and junior/senior standing
MCOM 323		Advertising Media Planning	MCOM 214 and MCOM major
MCOM 325		Advertising Copywriting	MCOM 214, MCOM (210, 256 or 257), and MCOM major
MCOM 327		Evolution of American Journalism and Mass Media	MCOM 101 or EMF 140 or COMM 201 and sophomore/junior/senior standing
MCOM 330		Advertising Account Planning	MCOM 214
MCOM 333		Social Media and Strategic Communication	MCOM (214, 253, or 258) and MCOM major or MCOM minor
MCOM 341		Digital Publishing	MCOM (210, 256, or 257)
MCOM 352		Media Criticism	MCOM 101, or EMF 140, or COMM 201
MCOM 356		Feature Writing	ENGL 102 and MCOM 258
MCOM 357		Public Relations Writing	ENGL 102 and MCOM (210, 256 or 257) and MCOM 253
MCOM 358		Editing for Media Writers	MCOM (210, 256, or 257) and MCOM major or MCOM Minor
MCOM 360	MCOM 350 MCOM 433	Law & Ethics in Advertising and Public Relations	MCOM (214 or 253) and MCOM major (Students who have successfully completed MCOM 350 and MCOM 433 will not receive additional credit for MCOM 360)
MCOM 361	MCOM 350 MCOM 433	Law & Ethics in Journalism	Sophomore standing (Students who have successfully completed MCOM 350 and MCOM 433 will not receive additional credit for MCOM 361)
MCOM 371		Media Audiences and Analytics	MCOM (214, 253, or 258) and MCOM major
MCOM 380		Podcasting	MCOM major, MCOM minor , or consent of department
MCOM 381		Broadcast Journalism I	MCOM 258 and junior/senior standing
MCOM 383		News Reporting	MCOM 258
MCOM 385		Mass Media & Society	MCOM 101 or EMF 140
MCOM 390		Mass Communication Research	MCOM major and junior/senior standing
MCOM 391		Photojournalism I	MCOM 258 or consent of instructor
MCOM 402		Sports Journalism	MCOM (210, 256 or 257)

Prerequisite requirements are subject to change as new curriculum develops. Students are required to follow the most up-to-date prerequisite requirements. Courses must be completed with a grade of “C” or higher. See catalog for details.

Mass Communication Courses and Prerequisites

Effective for Spring 2026 Enrollment

Course	Replaces	Title	Course Prerequisites
MCOM 407		Multimedia Reporting Capstone	MCOM 341 and MCOM (383 or 358) and MCOM major
MCOM 409		Literary Journalism	MCOM 356
MCOM 415		Mass Media Graphics	MCOM 101 and MCOM major or MCOM minor
MCOM 419		Corporate Communication Management	MCOM 253, 357, 390, MCOM major , and junior/senior standing
MCOM 420		Media & Health Communication	MCOM 101 and junior/senior standing
MCOM 431		Public Opinion and the Press	MCOM 101 and junior/senior standing
MCOM 440		Advertising Media Sales	MCOM 214 and junior/senior standing
MCOM 443		International Advertising and Public Relations	MCOM (214 or 253), and junior/senior standing
MCOM 447		Advertising Campaigns	MCOM 323, 325, 390, and MCOM major
MCOM 451		Public Relations for Non-Profit Organizations	MCOM 357
MCOM 452		Media Relations	MCOM major or MCOM minor
MCOM 453		Strategic Public Relations Campaigns	MCOM 357, 390, and MCOM major
MCOM 457		Photojournalism II	MCOM 391
MCOM 458		Magazine Publishing	MCOM 341, MCOM (358 or 383), and MCOM major
MCOM 460		Internship in Advertising and Public Relations	Junior/senior standing, average GPA of 2.75 in following three courses MCOM 101, MCOM 210, and either MCOM 214 or 253; MCOM major
MCOM 461		Internship in Journalism	Junior/senior standing, average GPA of 2.75 in following three courses MCOM 101, MCOM 210, and MCOM 258; MCOM major
MCOM 477		Special Topics in Journalism	Varies by topic; see PeopleSoft notes for details
MCOM 478		Special Topics in Advertising and Public Relations	Varies by topic; see PeopleSoft notes for details
MCOM 479		Special Topics in Mass Communication	Varies by topic; see PeopleSoft notes for details
MCOM 481		Broadcast Journalism II	MCOM 381 or (EMF 373 and consent of instructor)
MCOM 494		Study Abroad in Mass Communication (<i>TU faculty led</i>)	MCOM 101
MCOM 496		Independent Study in Mass Communication	Approval of planned project by the instructor
MCOM 499		Honors Thesis in Mass Communication	Overall GPA of 3.20, major GPA of 3.50, and junior/senior standing

Prerequisite requirements are subject to change as new curriculum develops. Students are required to follow the most up-to-date prerequisite requirements. Courses must be completed with a grade of “C” or higher. See catalog for details.