



AAS in Multimedia Marketing and Production to
Online BAAS

Guided Pathway

Effective for the 2017-2018 Catalog



First Year – Tyler Junior College

FIRST SEMESTER (15 SCH)	SECOND SEMESTER (15 SCH)
^C COMM 1307 – Introduction to Mass Communication (080)	COMM 2332 – Radio/Television News
COMM 1335 – Introduction to Electronic Media	ARTC 1305 – Basic Graphic Design
COMM 2303 – Audio Production	RTVB 2330 – Film and Video Editing
IMED 1301 – Introduction to Digital Media	^C ARTS 1301 - Art Appreciation * (050)
^C ENGL 1301 – Composition I (010)	^C SPCH 1321 – Business & Professional Communication (010)

Second Year – Tyler Junior College

It's best to apply to Midwestern State 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
RTVB 2351 – Programming for Radio and TV	RTVB 1345 – Broadcast Engineering
^C ECON 2301 – Principles of Macroeconomics * (080)	RTVB 2339 – Broadcast Sales
^C MATH 1314 – College Algebra * (020)	MRKG 1311 – Principles of Marketing
IMED 1316 – Web Design I	RTVB 2386 – Internship – Radio and Television

AAS: Multimedia Marketing and Production

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

Third Year – Midwestern State University Online BAAS

FIRST SEMESTER	SECOND SEMESTER
ENGL 1302 (or Communications II Core)	Any Computer Science Proficiency Course
Any Physical/Life Science Core	Any Physical/Life Science Core
Any Lang, Phil, Culture Core	HIST 1233 (American History II)
HIST 1133 (American History I)	POLS 1433 (GOVT 2306-Texas Govt)
POLS 1333 (GOVT 2305-Federal Govt)	Undergraduate Inquiry & Creativity
Cultural & Global Understanding	

Fourth Year – Midwestern State University Online BAAS

FIRST SEMESTER	SECOND SEMESTER
Select Concentration Courses with Advisor	Select Concentration Courses with Advisor
Select Concentration Courses with Advisor	Select Concentration Courses with Advisor
Select Concentration Courses with Advisor	Select Concentration Courses with Advisor
Select Concentration Courses with Advisor	Select Concentration Courses with Advisor
Select Concentration Courses with Advisor	Select Concentration Courses with Advisor
Select Concentration Courses with Advisor	BAAS 4113, Capstone Project

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 Midwestern State University.

For questions about the University portion of this guided pathway,
Contact the Academic Advising Office at (940) 397-4400 or www.mwsu.edu/baas