



AAS in Communications – Multimedia Marketing and Production  
 Bachelor of Applied Arts & Sciences  
**Guided Pathway**  
 Effective for the 2017-2018 Catalog



**First Year – Tyler Junior College**

FIRST SEMESTER (15 SCH)	SECOND SEMESTER (15 SCH)
◌ 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	◌ ARTS 1301 - Art Appreciation * (050)
◌ ENGL 1301 – Composition I (010)	◌ SPCH 1321 – Business & Professional Communication (010)

**Second Year – Tyler Junior College**

It's best to apply to Texas A&M University Commerce a full semester before transferring. 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
◌ ECON 2301 – Principles of Macroeconomics * (080)	RTVB 2339 – Broadcast Sales
◌ MATH 1314 – College Algebra * (020)	MRKG 1311 – Principles of Marketing
IMED 1316 – Web Design I	RTVB 2386 – Internship – Radio and Television

**AAS: Communications – 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 – Texas A&M University-Commerce**

FIRST SEMESTER	SECOND SEMESTER
◌ ENG 1302 - GLB/US-Written Argument/Research	◌ ANY LIFE & PHYSICAL SCIENCE CORE
◌ ANY LIFE & PHYSICAL SCIENCE CORE	◌ ANY CREATIVE ARTS CORE
◌ HIST 1301 - U.S. History to 1877	◌ HIST 1302- U.S. History from 1865
◌ PSCI 2301 - Principles of US and Texas Government <sup>2</sup>	◌ PSCI 2302 - US/TX Government; Institutions & Policies <sup>2</sup>
BAAS 301 Principles of Applied Sciences	◌ ANY DEGREE PATHWAY OPTION
	BAAS 326 Tech Techniques & Solutions

**Fourth Year – Texas A&M University-Commerce**

FIRST SEMESTER	SECOND SEMESTER
TMGT 458 Project Management	TMGT 350 Principles of Technology Management
BAAS 345 Leadership Techniques	BAAS 445 Ethical Decision Making
BAAS 408 Advanced Problem Solving (Pre-Req BAAS 326)	Upper Level Elective
BAAS 351 Financial Tools for Managers (Pre Req BAAS 326)	Upper Level Elective
BAAS 443 Professional Standards	TMGT 303 Technical Communications

**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.

For questions about the University portion of this guided pathway, contact the Applied Science Academic Advising Office at (903) 886-5155 or Misty.Lair@tamuc.edu.