



**AA in Journalism/Communications**  
**Bachelor of Science in Communication Studies**  
**Public Relations and Event Management Concentration<sup>T</sup>**  
**Guided Pathway**  
 Effective for the 2019-2020 Catalog



**First Year – Central Texas College**

FIRST SEMESTER	SECOND SEMESTER
◦ ENGL 1301 Composition I	◦ SPCH 1315, 1318, or 1321
◦ HIST 1301 United States History I	◦ HIST 1302 United States History II
◦ Creative Arts Selection	◦ Component Area Option
◦ GOVT 2306 Texas Government	◦ Life and Physical Science Selection (4 credits)
◦ Language/Philosophy/Culture Studies	◦ Social/Behavioral Science Selection

Total Semester Hours: 15

Total Semester Hours: 16

**Second Year – Central Texas College**

It's best to apply to Tarleton State University a full semester before you plan to transfer.

FIRST SEMESTER	SECOND SEMESTER
◦ GOVT 2305 Federal Government	COMM 2315 News Reporting
◦ MATH 1332, 1342 or 1314	COMM 2389 Academic Cooperative
◦ Life and Physical Science Selection (4 credits)	COMM 2327 Introduction to Advertising
COMM 1307 Intro. to Mass Comm.	COMM 1335 Survey of Radio/TV
COMM 2311 Media Writing	

Total Semester Hours: 16

Total Semester Hours: 12

**AA: Journalism/Communications**

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

**These courses may be completed at CTC (if offered) or TSU**

◦ ENGL 1302 – Composition II	Elective Course
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 <u>OR</u>	ENGL 3312 – Graphics and Technical Writing <u>OR</u>
MKTG 3316 – Consumer Behavior <u>OR</u>	ENGL 4312 – Technical Writing and Computer Applications <u>OR</u>
MKTG 3318 – Promotional Strategy	ENGL 4320 – Writing for Electronic Mediums
ENGL 3310 – Technical Writing and Editing	COMM 3328 – Public Relations Writing <u>OR</u>
	ACOM 3314 – Writing and Editing for Agricultural Publications
COMM 2325 – Event Coordination	

Total Semester Hours: 15

Total Semester Hours: 12

**Fourth Year – Tarleton State University**

FIRST SEMESTER	SECOND SEMESTER
COMM 3308 – Digital Video Production <u>OR</u>	COMM 4325 – Applied Public Relations and Event Planning
ACOM 4350 – Electronic Field Production for Agricultural Communications	
COMM 4320 – Event Planning and Management (Fall Only) <u>OR</u>	COMM 4310 – Computer-Mediated Communication
COMM 4384 – Communications Internship <u>OR</u>	
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: 122

**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.

<sup>T</sup> Degree availability varies by campus; consult [www.tarleton.edu](http://www.tarleton.edu) for more information.

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