



THE SCHOOL OF COMMUNICATION

The School of Communication offers courses in five (5) academic disciplines: Communication (CM), Entertainment and the Recording Industry Management (ERM), Journalism (JOUR), Communication Arts and Sciences (SC), and Radio, Television, Film (RTF). In addition to course offerings, **two undergraduate or baccalaureate degrees, the Bachelor of Arts (B.A.) in Communication and the Bachelor of Arts (B.A.) in mass communications, and one graduate degree, the Master of Arts (M.A.) in communications, are offered through the Department. Also, minors in journalism, communicative arts and sciences, and Radio, Television, Film are offered for students in disciplines where the declaration of a minor is required. Please refer to The Graduate School Bulletin of Texas Southern University for detailed information on the Master of Arts in communications.**

In pursuing the B.A. in communication, the focus is on communication arts and sciences in which students may select from two different curriculum tracks: Intercultural-Interpersonal and Organizational Communication. For either of the two tracks selected, **students who are first-time degree seekers are required to declare a minor in a second academic discipline and are cautioned that grades less than “C”, including “C-”, are unacceptable in courses designated as major or minor courses in the pursuit of the degree.**

As is the case for the B.A. in communication, students pursuing the B.A. in mass communications may also select from two curriculum tracks: journalism and radio, television, film. The journalism track allows students to pursue one of three specialties: print journalism (minor required), advertising-public relations (minor required), and broadcast journalism (no minor required). The radio, television, film track allows students to select one of two specialties: radio production (minor optional) and television production (minor optional). Selecting a track is not required, as students may select a combination of radio, television and film courses (RTF elective only) available in the current inventory, in consultation with an academic advisor. **As stated above, students are cautioned that grades of “C” or better must be earned in courses designated for both the major and minor (if declared). Grades of “C-” are unacceptable in these courses.**

Entertainment and the Recording Industry Management is an interdisciplinary major. Course requirements are offered in accounting, communication, mathematics, management, finance, and radio, television, film. Students are also required to select a specialty, requiring 18 credits, in one of the following areas: business, communications, computer science, health science, education (sports), music, or public affairs. (SEE ADVISOR)

In selecting minors for curriculum tracks for either of the undergraduate degrees offered, students should seek detailed advisement from their designated advisors because the selection of a minor having representative courses in the core curriculum or other requirements for the degree selected could impact the total number of credits required. In no case will students qualify for graduation at the undergraduate level with fewer than 120 semester credit hours satisfactorily completed.

The primary mission of the School of Communication is to prepare students majoring and minoring in departmental curricular offerings for entry into the workforce and for graduate study. A secondary mission is to ensure that all students matriculating through the university have an understanding of the impact of communication skills upon all aspects of society.

Requirements for both the B.A. in communication and the B.A. in mass communications are summarized below with exact requirements and semester credit hours needed for graduation dependent upon the track selected for the respective degree. Students pursuing either of the B.A. degrees must first be admitted to the department before attempting to meet degree requirements. Regardless of the degree and associated track selected by students, emphasis in the overall curriculum is placed on the development of high communication skills. **Students accepted to major status in the school are required to pass an exit examination during the calendar year of their expected graduation. Students failing this examination will not graduate and must wait until the next regularly scheduled examination to retake it.**

For a minor in journalism, twenty-three (23) semester credit hours are required through enrollment in the following courses: JOUR 130 (3 credits), JOUR 132 (4 credits), JOUR 238 (4 credits), JOUR 253 (3 credits), and nine (9) additional JOUR credits of choice, all of which must be at the 300-level or 400-level.

For a minor in communicative arts and sciences, twenty-two (22) semester credit hours are required through enrollment in the following courses: SC 110 (1 credit), SC 136 (3 credits), SC 230 (3 credits), SC 232 (3 credits), SC 330 (3 credits), SC 332 (3 credits), and six (6) additional SC credits of choice, three (3) of which must be at the 300-level or 400-level.

For a minor in radio, television, film, twenty-one (21) semester credit hours are required through enrollment in the following courses: RTF 230 (3 credits), RTF 231 (4 credits), RTF 331 (3 credits), RTF 344 (3 credits), RTF 365 or RTF 368 (4 credits each), and RTF 375 or RTF 378 (4 credits each).

Students wishing to pursue either a major or minor offered through the department must petition for admission by completing and returning the appropriate form for such through the department office. Students petitioning for either status must have an overall GPA of 2.50 or better; must have completed the following courses with grades of “C” or better (grades of “C-” are unacceptable): ENG 131, ENG 132, and CM 130; and must also have completed the introductory course(s) for the chosen degree and track with grades of “C” or better (grades of “C-” are unacceptable): both JOUR 130 and JOUR 132, or only JOUR 132 for the journalism degree in the advertising and public relations specialty, or SC 136, or both RTF 230 and RTF 231. The overall GPA minimum must also be maintained after admission. In addition, students are responsible for verifying their compliance with ASSET and or equivalent requirements and their eradication of any academic deficiencies previously identified by the University at the time they request admission to the Department. Upon admission, each student is assigned an official advisor and is expected to keep the department office informed of address and telephone number changes up to the time of graduation.

In summary, an interested student must first gain admission to the university; must meet his or her ASSET and or equivalent responsibility; must eradicate identified academic deficiencies; and must petition for admission as either a major or minor to the School of Communication. Once admitted, each student is provided with extensive advisement before further progression toward the completion of degree requirements is undertaken. Questions may be directed to the School of Communication Student Services Center at (713)-313-7670. The School of Communication Student Services Center is located in 216 MLK Building. The Dean’s Office is located in 222 MLK Building.

LISTING OF FACULTY IN THE DEPARTMENT

<p>Brown-Burton, Rockell Assistant Professor B.A., Xavier University M.A., Howard University Ph.D., Wayne State University</p>	<p>Lomas, Ronald P. Associate Professor B.A., M.A., Western Illinois University Ph.D., Bowling Green State University</p>
<p>Browne, Louis A. Associate Professor B.A., State University of New York, Buffalo M.S., Syracuse University Ph.D., State University of New York, Buffalo</p>	<p>Poudeh, Reza J. Professor B.S., Esfahan University M.S., Ed. D., Boston University</p>
<p>Campbell, Kimberly Assistant Professor B.A., Florida State University, Tallahassee M.A., California State University, Fullerton Ph.D., Howard University</p>	<p>Sandifer-Walker, Serbino Assistant Professor B.A., Texas Southern University M.S., Columbia University</p>
<p>Egbunike, Joy Assistant Professor B.A., Southeastern University M.P.A., Southeastern University Ph.D., Howard University</p>	<p>Thompson, Gloria Instructor B.A., M.A., Tennessee A & I University</p>
<p>Franzone, Dorothy L. Professor Emeritus B.A., Bishop College M.A., University of Michigan Ph.D., Temple University</p>	<p>Ulasi, Christian Associate Professor B.S., M.A., Texas Southern University Ph.D., The University of Texas at Austin</p>
<p>Hasan, Jaballa M. Assistant Professor B.A., University of Benghazi M.A., Ohio University M.A., Ohio University Ph.D., Ohio State University</p>	<p>Walker-Hawkins, Vera Associate Professor B.A., Tufts University M.A., Ohio University Ph.D., The University of Texas at Austin</p>
<p>Khosrovani, Masoomeh Associate Professor B.A., University of Tehran, Iran M.A., University of Iran M.A., University of Detroit Ph.D., Wayne State University</p>	<p>Ward, James W. Associate Professor B.A., Texas Southern University M.A., Texas Tech University Ph.D., Wayne State University</p>
<p>Lee, Eui Bun Professor B.A., Ewha Women's University M.A., University of Minnesota Ph.D., The University of Texas at Austin</p>	

COMMUNICATION CORE COURSES

- CM 130** **Introduction to Communication Theory** (3)
Basic concepts and principles operative in the communication process; application of these principles to the acquisition of communication skills. Three hours of lecture per week.
- CM 200** **Intermediate Writing** (3)
In-depth experience in written composition, emphasizing composition as a communication skill; analysis of student proficiency in the basic communication skills as they relate to professions in communication. Three hours of lecture per week. Prerequisites: ENG 131 and ENG 132.
- CM 332** **Computers in Communication** (3)
The role of computer technology in media production and the impact on the communication process discussed. Three hours of lecture per week. Prerequisite: CS 116.
- CM 430** **Internship** (3)
The integration of process and content acquisition through application and practice in real-life situations; structured part-time or full-time internships. Three hours of lecture per week. Prerequisites: Junior or senior standing and a minimum of 12 semester credit hours earned in a field of concentration in the Department. May be repeated for up to 6 credits.

ENTERTAINMENT AND THE RECORDING INDUSTRY MANAGEMENT COURSES

- ERM 300** **The Recording Industry** (3)
Examines the development, current policies and issues, organizational structure, function and economics, domestic and global institutions of the recording industry.
- ERM 305** **Black Entertainment, Music and Sports** (3)
Examines the development and role of African entertainment in the new world, contributions in the Americas and globally from minstrels, to sports, Caribbean carnivals, film and modern entertainment.
- ERM 310** **Publishing and Media Policy** (3)
Examines legal foundations to intellectual property rights, copyright, current policies, industry structure, processes, corporations, administrative associations, marketplaces and new issues. Prerequisite: ERM 300.
- ERM 450** **Entertainment Management** (3)
The course explores in-depth legal and ethical areas of entertainment management including individual artists, venues, sports, music and related organizations; topics may vary. Prerequisite: ERM 310.

JOURNALISM COURSES

- JOUR 130** **Introduction to Journalism** (3)
Survey of history, theory, aesthetics, and economics of print media; special emphasis is placed on the development of electronic news operation. Three hours of lecture per week. Prerequisite: Concurrently with ENG 131 or ENG 132.
- JOUR 132** **Introduction to Reporting** (4)
Introduction to fact gathering news and writing basic and advanced news stories considered. Students must be able to type at least 30 words per minute. Three hours of lecture and two hours of laboratory per week. Prerequisite: Having passed ENG 131 & ENG 132. May take concurrently with ENG 132.

- JOUR 133** **Broadcast News I / Introduction to Broadcast News** (4)
Introduction to reporting and writing news for the broadcast media. Four hours of lecture per week.
- JOUR 232** **Introduction to Advertising** (3)
Introduction to basic principles of advertising theory and practice. Broad picture of advertising as marketing communications and social information. Three hours of lecture per week.
- JOUR 234** **Introduction to Public Relations** (3)
Introduction to the principles and practices of public relations in business, education, social welfare, government, and the armed forces. Three hours of lecture per week. Prerequisite: CM 130, CM 200, CS 116, JOUR 130, JOUR 132. May take concurrently with CM 332.
- JOUR 235** **Online Journalism I** (3)
Hands-on introduction to journalistic writing for online publications and broadcasts using state-of-the-art software. Three hours of lecture per week. Prerequisites: CM 130, CM 200, CS 116, JOUR 130, JOUR 132. May take concurrently with CM 332.
- JOUR 238** **Intermediate Reporting** (4)
Development of reporting and writing skills for the print media. Four hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, CS 116, JOUR 130, JOUR 132. May take concurrently with CM 332.
- JOUR 242** **Intermediate Broadcast News** (4)
Refining skills in gathering, evaluating, and writing news for the broadcast media. Four hours of lecture per week. Prerequisites: JOUR 132 and JOUR 133.
- JOUR 251** **The Black Press** (3)
Survey of the Black press, including a survey of Black journalists, past and present, along with the status of today's Black press. Three hours of lecture per week. Prerequisites: CM 130, CM 200, JOUR 130, JOUR 132. May take concurrently with CM 200.
- JOUR 253** **News Editing I** (3)
Development of clear, effective editing, rewriting, headline writing, page make-up, and reporting management for the print media. Three hours of lecture per week.
- JOUR 331** **Law and Ethics of Journalism** (3)
Evolution of print and broadcast media in the United States in the context of political, social, and economic change; privileges and responsibilities of a journalist are stressed. Three hours of lecture per week. Prerequisites: CM 130, CM 200, JOUR 130, JOUR 132. May take concurrently with CM 200.
- JOUR 332** **Advanced Reporting** (4)
Advanced training and practice in the gathering and writing of news stories with emphasis placed on enterprise ability and publishable quality stories. Four hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, CS 116, JOUR 130, JOUR 132, JOUR 238. May take concurrently with CM 332.
- JOUR 333** **Newspaper Design** (3)
Introduction to basic camera-ready production techniques for tabloid and standard newspaper designs. Three hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, CS 116, JOUR 130, JOUR 132, JOUR 253.
- JOUR 335** **Intermediate Desktop Publishing / Computer Assisted Reporting** (3)
Advanced training in the use of various database software products for contemporary reporting. Three hours of lecture per week.

- JOUR 356 Advertising and PR Campaigns (3)**
Emphasis on group coordination of advertising and public information campaigns; development of strategies for local and national campaigns, including marketing media planning, research, and segmentation. Three hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, JOUR 130, JOUR 132.
- JOUR 359 Computer Skills for Journalists (4)**
Fundamental principles and techniques of newsroom computer usage; hands-on experience using various computer software. Four hours of lecture per week.
- JOUR 362 Critical Writing (3)**
Writing course for students who wish to specialize in writing reviews of motion pictures, plays, concerts, art, and books for print and electronic media. Three hours of lecture per week. **Offered as needed.**
- JOUR 430 Independent Study (3)**
Independent study in history, ethics, practice, law, and aesthetics of journalism. Prerequisite: Junior/Senior standing and consent of the instructor or faculty chair.
- JOUR 431 Community News Operations (3)**
Planning and preparation of news, features, and editorials for the rural and urban community newspaper; emphasis on weekly publications; practical problems in community issues. Three hours of lecture per week.
- JOUR 432 Editorial Writing (3)**
Training in editorial research and writing for print media. Three hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, JOUR 130, JOUR 132, JOUR 234, JOUR 238, JOUR 253 or JOUR 332.
- JOUR 433 Public Affairs Reporting (3)**
Advanced training and practice in reporting the affairs of municipal, county, state, and federal agencies. Three hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, JOUR 130, JOUR 132, JOUR 234, JOUR 238, and JOUR 332.
- JOUR 435 Advanced Desktop Publishing / Multimedia Graphic Designs (3)**
Hands-on approach to designing publications using contemporary software and online graphic techniques. Emphasis placed on the use of up-to-date contemporary software products. Three hours of lecture per week.
- JOUR 437 Feature Writing (3)**
Researching and writing feature stories such as human interest stories and personal columns presented. Three hours of lecture per week.
- JOUR 438 Online Journalism II (3)**
Advanced training for online publications and broadcast using state-of-the-art software. Three hours of lecture per week.
- JOUR 443 Advanced Broadcast News (4)**
Advanced training and practice in broadcast news production; emphasis on production of audition tape and portfolio-quality material. Four hours of lecture per week. Prerequisites: CM 130, CM 200, CM 332, JOUR 130, JOUR 132, JOUR 238, and JOUR 242.

- SC 433** **Health Communication** **(3)**
 Current issues in delivery of health care, practitioner/patient relationships, the role of private and government agencies in health care, dissemination of health care information. Three hours of lecture per week. **Offered as needed.**
- SC 434** **Principles of Leadership** **(3)**
 Study of the phenomenon of leadership, leadership styles, and leadership techniques, including parliamentary procedures and other strategies of control and influence. Three hours of lecture per week.
- SC 435** **Advanced Public Address** **(3)**
 Study, criticism, and application of the principles and forms of public communication such as oratory, lectures, sermons, argumentation, and debate in a variety of public forums. Three hours of lecture per week. **Offered as needed.**
- SC 436** **Black Rhetoric** **(3)**
 Analysis of rhetorical strategies used by Black Americans to influence agitation and control public policy; emphasis on social, economic, and political developments in twentieth century rhetoric. Three hours of lecture per week.
- SC 438** **Organizational Structure and Communication Behavior** **(3)**
 Analysis of the interdependence of organizational goals and communication behavior from the standpoint of those who must recognize, understand, or design communication systems. Three hours of lecture per week.
- SC 450** **Problems in Speech Communication** **(3)**
 Problems of current concern in speech communication; topics vary according to time and instructor. May be repeated as topics change. Three hours of lecture per week. **Offered as needed.**
- SC 462** **Language Acquisition and Development** **(3)**
 How verbal and nonverbal language develops in children; how they learn the selection of appropriate communication strategies and satisfactory relationships. Three hours of lecture per week.

RADIO, TELEVISION, FILM COURSES

- RTF 230** **Introduction to Media Studies** **(3)**
 Survey of history, theory, aesthetics, cultural, political, economic, and international characteristics of mass media in society. Required of all mass communications majors. Three hours of lecture per week.
- RTF 231** **Introduction to Media Production** **(4)**
 Basic skills and theories required to equip students to communicate through audiovisual media. Lectures and practical applications. Four hours of lecture per week with studio hours to be arranged. Required of all students in the production area. Prerequisite: RTF 230 or may take concurrently with RTF 230.
- RTF 331** **Media Analysis and Criticism** **(3)**
 Same as JOUR 362. Analysis of critical methods for electronic media and film as a segment of mass culture. Focus on selected television programs and selected critics. Three hours of lecture per week. Prerequisites: RTF 230 and RTF 231.
- RTF 335** **Writing for Electronic Media and Film** **(3)**
 Development of skills and practice in the art of script writing for broadcast, film, and multimedia. Writing and evaluation of many short scripts required. Three hours of lecture per week. Prerequisites: RTF 230 and RTF 231.

- RTF 435** **Advanced Writing for Electronic Media and Film** (3)
Advanced work in the development of proposals, treatments, and shooting scripts for electronic media and film. May be repeated as topics vary. Three hours of lecture per week. Prerequisites: RTF 230, RTF 231, RTF 335 and upper-level standing.
- RTF 438** **Media and Society** (3)
Critical assessment of media on society with focus on special topics related to media in cultural contexts. May be repeated as topics vary. Three hours of lecture per week with one two-hour film screening each week as required by the topic. Prerequisites: RTF 230, RTF 231 and RTF 331.
- RTF 440** **Electronic Media Management** (3)
Study of the ownership, financing, and structure of mass media organizations; management of editorial, program, administrative, support, and advertising staffs; servicing and evaluating media audiences. Three hours of lecture per week. Prerequisites: RTF 230, RTF 231 and RTF 344.
- RTF 450** **Issues in Telecommunications** (3)
Same as JOUR 450. Advanced problems in mass communication studies, communication technologies, and international communication with special consideration of current concerns in electronic media production. Topics vary from semester to semester. Three hours of lecture per week. Prerequisite: RTF 230, RTF 231, RTF 344, upper level standing and consent of the instructor.
- RTF 462** **New Communications Technologies** (3)
Examination of applications and potential effects of new telecommunications and information technologies in the home and workplace and for education and social services with their relation to existing systems. May be repeated as topics vary. Three hours of lecture per week. Prerequisite: RTF 230, RTF 231, RTF 344, upper level standing and consent of the instructor.
- RTF 465** **Television Studio Production II** (4)
Advanced practice in studio and field production of television programs and video. Focus on using single and multi cameras, lighting, sound recording, and editing. Four hours of lecture per week with studio and field hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 365, upper-level standing, and consent of the instructor.
- RTF 468** **Field Video Production II** (4)
Advanced production techniques in using camera, lighting, sound recording, and editing outside of the studio. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 368, upper-level standing, and consent of the instructor.
- RTF 475** **Advanced Media Performance** (4)
Advanced work in the theory, principles, and practices of digital audio production with emphasis on aspects of studio and field digital audio production and voice performance. Topics vary from semester to semester. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 375, upper-level standing, and consent of the instructor.
- RTF 478** **Advanced Radio Operations** (4)
Advanced theory and practice of directing, producing, and performing for radio. Four hours of lecture per week with studio hours to be arranged. Prerequisites: RTF 230, RTF 231, RTF 378, upper-level standing, and consent of the instructor.
- RTF 498** **International Communication** (3)
Comparative study of domestic and international systems of broadcasting with focus on political, social, cultural, and economic factors affecting the use and impact of new and old communication technologies. Topics vary from semester to semester. Three hours of lecture per week. Prerequisite: RTF 230, RTF 231, RTF 344, upper level standing and consent of the instructor.

RTF 499

Master Projects in Media Production

(4)

Creative projects or comprehensive research in the area of special interest: radio, television, or multimedia, developed and executed by the student to demonstrate his/her capabilities in quality production. Required of all mass communications majors. Six studio hours per week. Prerequisites: Radio Track: RTF 230, RTF 231, RTF 375, RTF 378, RTF 475, RTF 478, upper level standing and consent of the instructor.
TV Track: RTF 230, RTF 231, RTF 365, RTF 368, RTF 465, RTF 468, upper level standing and consent of the instructor.

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN COMMUNICATION
INTERCULTURAL - INTERPERSONAL TRACK
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (COMMUNICATION)	OTHER REQUIREMENTS	MINOR REQUIREMENTS
44 credits	43 credits	13 credits	21 credits
ENG 131 (3)**	CM 130 (3)	Electives (12)	Contact
ENG 132 (3)	CM 200 (3)	FS 102 (1)	Department of
SC 135 (3)	CM 332 (3)		choice after
MATH 133 (3)	CM 430 (3)		being
BIOL 143 (4)	SC 110 (1)		admitted as
PHYS 101 (4)	SC 136 (3)		a major in
ENG 2xx (3)	SC 230 (3)		the Department.
MUSI 131 or	SC 232 (3)		
THC 130 (3)	SC 330 (3)		
HIST 231 (3)	SC 332 (3)		
HIST 232 (3)	SC 431 (3)		
POLS 231 (3)	SC 432 (3)		
POLS 232 (3)	SC 433 (3)		
PSY 131 or	SC Electives (6)		
SOC 157 or			
SOC 158 (3)			
CS 116 (3)			

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Communication
Intercultural-Interpersonal Track
Four Year Plan - Total Semester Hours Required: 121

First Year	First Semester		Second Semester	
	ENG 131	3	PSY 131	3
	BIOL 143	4	ENG 132	3
	SC 135	3	CS 116	3
	PE 100 Level	1	SC 136 (Public Address)	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	SC 110 (Multipurpose Laboratory)	1		
	FS 102 Freshman Seminar	1		
	16		15	

Second Year	Third Semester		Fourth Semester	
	HIST 231	3	HIST 232	3
	ENG 2XX (Any 200 level course)	3	PHYS 101	4
	CM 200 (Intermediate Writing)	3	SC 232 (Interpersonal Communication)	3
	SC 230 (Urban Rhetorical Patterns)	3	Minor	3
	Elective	3	Elective	2
	15		15	

Third Year	Fifth Semester		Sixth Semester	
	POLS 231	3	Minor	3
	Minor	3	Elective	3
	Minor	3	POLS 232	3
	CM 332 (Computers in Communication)	3	SC Elective	3
	SC330 (Persuasion)	3		
	15		15	

Fourth Year	Seventh Semester		Eighth Semester	
	Minor	3	Minor	3
	CM 430 (Internship)	3	Minor	3
	SC 431 (Nonverbal Communication)	3	SC 433 (Health Communication)	3
	SC 432 (Intercultural Communication)	3	SC Elective	3
	Elective	3	THC 130 or MUSI 131	3
	15		15	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN COMMUNICATION
ORGANIZATIONAL COMMUNICATION TRACK
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (COMMUNICATION)	OTHER REQUIREMENTS	MINOR REQUIREMENTS
44 credits	43 credits	13 credits	21 credits
ENG 131 (3)**	CM 130 (3)	Electives (12)	Contact
ENG 132 (3)	CM 200 (3)	FS 102 (1)	Department of
SC 135 (3)	CM 332 (3)		choice after
MATH 133 (3)	CM 430 (3)		being
BIOL 143 (4)	SC 110 (1)		admitted as
PHYS 101 (4)	SC 136 (3)		a major in
ENG 2xx (3)	SC 230 (3)		the Department.
MUSI 131 or	SC 232 (3)		
THC 130 (3)	SC 330 (3)		
HIST 231 (3)	SC 332 (3)		
HIST 232 (3)	SC 333 (3)		
POLS 231 (3)	SC 338 (3)		
POLS 232 (3)	SC 434 (3)		
PSY 131 or	SC 438 (3)		
SOC 157 or	SC Elective (3)		
SOC 158 (3)			
CS 116 (3)			

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Communication
Organizational Communication Track
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	ENG 131	3	PSY 131	3
	BIOL 143	4	ENG 132	3
	SC 135	3	CS 116	3
	PE 100 Level	1	SC 136 (Public Address)	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	SC 110 (Multipurpose Laboratory)	1		15
	FS 102 Freshman Seminar	1		
	16			

Second Year	Third Semester		Fourth Semester	
	HIST 231	3	HIST 232	3
	ENG 2XX (Any 200 level course)	3	PHYS 101	4
	CM 200 (Intermediate Writing)	3	SC 232 (Interpersonal Communication)	3
	SC 230 (Urban Rhetorical Patterns)	3	Minor	3
	Elective	3	Elective	2
	15		15	

Third Year	Fifth Semester		Sixth Semester	
	POLS 231	3	POLS 232	3
	Minor	3	SC 332 (Group Communication Processes)	3
	Minor	3	SC 333 (Interviewing)	3
	SC 330 (Persuasion)	3	SC 338 (Introduction to Organizational Communication)	3
	SC Elective	3	Minor	3
	15		15	

Fourth Year	Seventh Semester		Eighth Semester	
	Minor	3	Elective	3
	Minor	3	Elective	1
	CM 430 (Internship)	3	THC 130 or MUSI 131	3
	SC 434 (Principles of Leadership)	3	SC 438 (Organizational Structure and Communication Behavior)	3
	Elective	3	Minor	3
	15		15	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN
ENTERTAINMENT AND THE RECORDING INDUSTRY MANAGEMENT
TOTAL CREDITS REQUIRED: 121**

This track is designed and restricted to students transferring from another discipline.

CORE CURRICULUM* (STANDARD)	MAJOR (ENTERT & RECORD)	SPECIALTY REQUIREMENTS	OTHER REQUIREMENTS
44 credits	36 credits	18 credits	23 credits
ENG 131 (3)**	ERM 300 (3)	See Advisor***	ACCT 232 (3)
ENG 132 (3)	ERM 305 (3)	Business Communications	CS 117 or
SC 135 or 136 (3)	ERM 310 (3)	Computer Science	CS 120 (3)
MATH 133 (3)	ERM 450 (3)	Health &	RTF 475 (4)
BIOL 143 (4)	ACCT 231 (3)	Physical Education (Sports)	Electives (12)
PHYS 101 (4)	CM 430 (3)	Music	FS 102 (1)
ENG 2xx (3)	ECON 231 (3)	Public Affairs	
MUSI 131 or	MATH 135 or 136 (3)		
MUSI 239 or	MGMT 300 (3)		
THC 130 (3)	FIN 301 (3)		
HIST 231 (3)	RTF 230 (3)		
HIST 232 (3)	RTF 344 (3)		
POLS 231 (3)			
POLS 232 (3)			
PSY 131 or			
SOC 157 or			
SOC 158 (3)			
CS 116 (3)			

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

*** **The specialty is a focus (concentration) area agreed upon by the student and advisor. Twelve (12) credits must be at the 300 and 400 level.**

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Entertainment and the Recording Industry
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	ENG 131 Freshman English	3	CS 117 Introduction to Computer Science II for non-majors or CS 120 Introduction to Programming in C++	3
	CS 116 Introduction to Computer Science	3	MATH 135 Mathematics for Business & Economics or MATH 136 Pre-Calculus	3
	MATH 133 College Algebra	3	ENG 132 Freshman English II	3
	SOC 157 Introduction to Sociology	3	SC 135 Business & Professional Communications	3
	BIOL 143 Survey of Life Science	4	HIST 231 Social and Political History of the United States to 1877	3
	FS 102 Freshman Seminar	1		15
	17			

Second Year	Third Semester		Fourth Semester	
	ENG 2xx any 200 level English	3	PHYS 101 Principles of Physical Science	4
	HIST 232 Social & Political History of the U.S. Since 1877	3	RTF 230 Introduction to Media Studies	3
	ACCT 231 Principles of Accounting I	3	ACCT 232 Principles of Accounting II	3
	ECON 231 Principles of Economics I	3	POLS 231 American Political Systems I	3
	MUSI 239 Fine Arts in Daily Living	3		
	15		13	

Third Year	Fifth Semester		Sixth Semester	
	ERM 300 The Recording Industry	3	ERM 305 Black Entertainment	3
	MGMT 300 Principles of Management	3	POLS 232 American Political Systems II	3
	RTF 344 Media Management and Marketing	3	CM 430 Internship	3
	FIN 301 Basic Financial Management	3	Specialty Course	3
	Specialty Course	3	Elective Course	3
	15		15	

Fourth Year	Seventh Semester		Eighth Semester	
	ERM 310 Publishing and Media Policy	3	ERM 450 Entertainment Management	3
	RTF 475 Advanced Media Performance	4	Specialty Course	6
	Specialty Courses	6	Elective Courses	6
	Elective Course	3		
	16		15	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN MASS COMMUNICATIONS
JOURNALISM TRACK (PRINT JOURNALISM SPECIALTY)
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (MASS COMMUNICATIONS)	MINOR REQUIREMENTS
44 credits	55 credits	22 credits
ENG 131 (3)**	CM 130 (3)	Contact
ENG 132 (3)	CM 200 (3)	Department of
SC 135 or 136 (3)	CM 332 (3)	choice after
MATH 133 (3)	CM 430 (3)	Being
BIOL 143 (4)	JOUR 130 (3)	advised by
PHYS 101 (4)	JOUR 132 (4)	major advisor
ENG 2xx (3)	JOUR 235 (3)	once admitted
MUSI 131 or	JOUR 238 (4)	to the Department.
THC 130 (3)	JOUR 253 (3)	
HIST 231 (3)	JOUR 331 (3)	FS 102 (1)
HIST 232 (3)	JOUR 332 (4)	
POLS 231 (3)	JOUR 335 (3)	
POLS 232 (3)	JOUR 435 (3)	
PSY 131 or	plus	
SOC 157 or	13 additional	
SOC 158 (3)	General and	
CS 116 (3)	Upper-Level JOUR	
	Elective credits approved	
	by the major advisor	

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Communication
Journalism Track (Print Specialty)
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	ENG 131 Freshman English	3	JOUR 132 (Introduction to Reporting)	4
	BIOL 143	4	PSY 131 or SOC 157 or 158	3
	SC 135 or 136	3	ENG 132	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	JOUR 130 (Introduction to Journalism)	3	CS 116	3
	FS 102 Freshman Seminar	1		
		17		16

Second Year	Third Semester		Fourth Semester	
	ENG 2XX (Any 200 level course)	3	JOUR 238 (Intermediate Reporting)	4
	CM 200 (Intermediate Writing)	3	JOUR 253 (News Editing I)	3
	JOUR 235 (Online Journalism I)	3	HIST 232	3
	HIST 231	3	POLS 232	3
	POLS 231	3	THC 130 or MUSI 131	3
	15		16	

Third Year	Fifth Semester		Sixth Semester	
	CM 332 (Computers in Communication)	3	PHYS 101	4
	JOUR 331 (Law and Ethics of Journalism)	3	JOUR 335 (Intermediate Desktop Publishing)	3
	JOUR 332 (Advanced Reporting)	4	*JOUR Elective (s)	6
	Minor	3	Minor	3
	*JOUR Elective	3		
	16		16	

Fourth Year	Seventh Semester		Eighth Semester	
	CM 430 (Internship)	3	Minor	12
	*JOUR Elective	4		
	JOUR 435 (Advanced Desktop Publishing)	3		
	Minor	3		
	13		12	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN MASS COMMUNICATIONS
JOURNALISM TRACK (ADVERTISING AND PUBLIC RELATIONS SPECIALTY)
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (MASS COMMUNICATIONS)	MINOR REQUIREMENTS
44 credits	55 credits	22 credits
ENG 131 (3)**	CM 130 (3)	Contact
ENG 132 (3)	CM 200 (3)	Department of
SC 135 or 136 (3)	CM 332 (3)	choice after
MATH 133 (3)	CM 430 (3)	being
BIOL 143 (4)	JOUR 132 (4)	advised by
PHYS 101 (4)	JOUR 232 (3)	major advisor
ENG 2xx (3)	JOUR 234 (3)	once admitted to
MUSI 131 or	JOUR 235 (3)	the Department.
THC 130 (3)	JOUR 238 (4)	
HIST 231 (3)	JOUR 253 (3)	FS 102 (1)
HIST 232 (3)	JOUR 331 (3)	
POLS 231 (3)	JOUR 332 (4)	
POLS 232 (3)	JOUR 335 (3)	
PSY 131 or	JOUR 356 (3)	
SOC 157 or	JOUR 435 (3)	
SOC 158 (3)	plus	
CS 116 (3)	JOUR Elective (7)	
	credits approved by	
	the major advisor	

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Communication
Journalism Track (Advertising and Public Relations Specialty)
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	ENG 131	3	JOUR 132 (Introduction to Reporting)	4
	BIOL 143	4	PSY 131 or SOC 157 or 158	3
	SC 135 or 136	3	ENG 132	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	CS 116	3	HIST 231	3
	FS 102 Freshman Seminar	1		
		17		16

Second Year	Third Semester		Fourth Semester	
	ENG 2XX	3	POLS 231	3
	CM 200 (Intermediate Writing)	3	JOUR 238 (Intermediate Reporting)	4
	JOUR 232 (Introduction to Advertising)	3	JOUR 253 (News Editing I)	3
	JOUR 235 (Online Journalism I)	3	JOUR 234 (Introduction to Public Relations)	3
	HIST 232	3	THC 130 or MUSI 131	3
	15		16	

Third Year	Fifth Semester		Sixth Semester	
	CM 332 (Computers in Communication)	3	PHYS 101	4
	JOUR 331 (Law and Ethics of Journalism)	3	JOUR 335 (Intermediate Desktop Publishing)	3
	JOUR 332 (Advanced Reporting)	4	JOUR 356 (Advertising and PR Campaign)	3
	POLS 232	3	JOUR Elective	3
	Minor	3	Minor	3
	16		16	

Fourth Year	Seventh Semester		Eighth Semester	
	CM 430 (Internship)	3	Minor	9
	JOUR Elective	4		
	JOUR 435 (Advanced Desktop Publishing)	3		
	Minor	6		
	16		9	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN MASS COMMUNICATIONS
JOURNALISM TRACK (BROADCAST JOURNALISM SPECIALTY)
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (MASS COMMUNICA- TIONS)	OTHER REQUIREMENTS	MINOR REQUIREMENTS
44 credits	67 credits	10 credits	0 credits
ENG 131 (3)**	CM 130 (3)	Electives (9)	A minor is
ENG 132 (3)	CM 200 (3)	FS 102 (1)	NOT required
SC 135 or 136 (3)	CM 332 (3)		for this
MATH 133 (3)	CM 430 (3)		Specialty under
BIOL 143 (4)	JOUR 130 (3)		the Journalism
PHYS 101 (4)	JOUR 132 (4)		Track.
ENG 2xx (3)	JOUR 133 (4)		
MUSI 131 or	JOUR 235 (3)		
THC 130 (3)	JOUR 238 (4)		
HIST 231 (3)	JOUR 242 (4)		
HIST 232 (3)	JOUR 253 (3)		
POLS 231 (3)	JOUR 331 (3)		
POLS 232 (3)	JOUR 332 (4)		
PSY 131 or	JOUR 335 (3)		
SOC 157 or	JOUR 443 (4)		
SOC 158 (3)	TC 231 (4)		
CS 116 (3)	TC 365 (4)		
	TC 368 (4)		
	TC 375 (4)		

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Communication
Journalism Track (Broadcast Specialty)
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	CM 130 (Introduction to Communication Theory)	3	JOUR 132 (Introduction to Reporting)	4
	JOUR 130 (Introduction to Journalism),	3	JOUR 133 (Broadcast News I)	4
	ENG 131	3	ENG 132	3
	SC 135	3	MATH 133	3
	CS 116	3		
	FS 102 Freshman Seminar	1		
	16		14	

Second Year	Third Semester		Fourth Semester	
	CM 200 (Intermediate Writing)	3	JOUR 238 (Intermediate Reporting)	4
	JOUR 235 (Online Journalism I)	3	JOUR 253 (News Editing I)	3
	TC 231 (Telecommunications Production)	4	JOUR 242 (Intermediate Broadcast News)	4
	ENG 2xx (Any 200 level course)	3	BIOL 143	4
	13		15	

Third Year	Fifth Semester		Sixth Semester	
	CM 332 (Computers in Communication)	3	JOUR 335 (Intermediate Desktop Publishing)	3
	JOUR 331 (Law and Ethics of Journalism)	3	TC 368 (Introduction to Field Video Production)	4
	JOUR 332 (Advanced Reporting)	4	POLS 231	3
	PHYS 101	4	HIST 231	3
TC 365 (Introduction to TV Studio Production)	4	Elective	3	
	18		16	

Fourth Year	Seventh Semester		Eighth Semester	
	CM 430 (Internship)	3	HIST 232	3
	JOUR 443	4	PSY 131	3
	TC 375	4	Electives	6
	POLS 232	3	THC 130 or MUSI 131	3
	14		15	

**CURRICULUM SUMMARY FOR
BACHELOR OF ARTS DEGREE IN MASS COMMUNICATIONS
RADIO/TELEVISION/FILM TRACK
TOTAL CREDITS REQUIRED: 121**

CORE CURRICULUM* (STANDARD)	MAJOR (MASS COMMUNICA- TIONS)	OTHER REQUIREMENTS	MINOR REQUIREMENTS
44 credits	50 or 71 credits	6 credits	21 or 0 credits
ENG 131 (3)**	CM 130 (3)	Electives (5)	If the declaration
ENG 132 (3)	CM 200 (3)	FS 102 (1)	of a minor is
SC 135 or 136 (3)	CM 332 (3)		approved by
MATH 133 (3)	CM 430 (3)		the major advisor,
BIOL 143 (4)	RTF 230 (3)		the Department of
PHYS 101 (4)	RTF 231 (4)		choice should be
ENG 2xx (3)	RTF 331 (3)		contacted directly.
MUSI 131 or	RTF 335 (3)		
THC 130 (3)	RTF 344 (3)		
HIST 231 (3)	RTF 438 (3)		
HIST 232 (3)	RTF 499 (4)		
POLS 231 (3)	plus		
POLS 232 (3)	either 15 (with minor option)		
PSY 131 or	or 36 (without minor option)		
SOC 157 or	credits approved by the major		
SOC 158 (3)	advisor, selected from		
CS 116 (3)	the list of RTF elective courses***		

* Students should be advised by a major advisor prior to registering for any credit, particularly any core curriculum credit as listed.

** (N) represents the number of course credits.

*** **The 15 credit option is selected if the student is approved to declare a minor by his/her major advisor.**

The 36 credit option is selected if the student is approved to not declare a minor.

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Radio/Television/Film
(With Minor Option)
Four Year Degree Plan - Total Credits: 122

First Year	First Semester		Second Semester	
	ENG 131	3	PSY 131	3
	BIOL 143	4	ENG 132	3
	SC 135	3	CS 116	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	Elective	2	CM 200 (Intermediate Writing)	3
	FS 102 Freshman Seminar	1		
		16		15

Second Year	Third Semester		Fourth Semester	
	HIST 231	3	HIST 232	3
	ENG 2XX	3	PHYS 101	4
	Elective	3	RTF 231 (Introduction to Media Aesthetics)	4
	RTF 230 (Introduction to Media Studies)	3	Elective	1
	THC 130 or MUSI 131	3	POLS 231	3
	15		15	

Third Year	Fifth Semester		Sixth Semester	
	CM 332 (Computers in Communication)	3	Approved Upper-Level RTF Elective(s)	15
	RTF 331 (Media Analysis and Criticism)	3		
	RTF 335 (Writing for Electronic Media and Film)	3		
	RTF 344 (Media Management and Marketing)	3		
	POLS 232	3		
	15		15	

Fourth Year	Seventh Semester		Eighth Semester	
	CM 430 (Internship)	3	Minor	15
	Minor	6		
	RTF 438 (Media and Society)	3		
	RTF 499 (Master Projects in Media Production)	4		
	16		15	

The School of Communication
Texas Southern University
Bachelor of Arts Degree in Radio/Television/Film
(Without Minor Option)
Four Year Degree Plan - Total Credits: 121

First Year	First Semester		Second Semester	
	ENG 131	3	PSY 131	3
	BIOL 143	4	ENG 132	3
	SC 135	3	CS 116	3
	CM 130 (Introduction to Communication Theory)	3	MATH 133	3
	Elective	2	CM 200 (Intermediate Writing)	3
	FS 102 Freshman Seminar	1		
		16		15

Second Year	Third Semester		Fourth Semester	
	HIST 231	3	HIST 232	3
	ENG 2XX	3	PHYS 101	4
	Elective	3	RTF 231 (Introduction to Media Aesthetics)	4
	RTF 230 (Introduction to Media Studies)	3	Elective	1
	THC 130 or MUSI 131	3	POLS 231	3
	15		15	

Third Year	Fifth Semester		Sixth Semester	
	CM 332 (Computers in Communication)	3	Approved Upper-Level RTF Elective(s)	15
	RTF 331 (Media Analysis and Criticism)	3		
	RTF 335 (Writing for Electronic Media and Film)	3		
	RTF 344 (Media Management and Marketing)	3		
	POLS 232	3		
	15		15	

Fourth Year	Seventh Semester		Eighth Semester	
	CM 430 (Internship)	3	Approved Upper-Level RTF Elective(s)	14
	Approved Upper-Level RTF Elective(s)	6		
	RTF 438 (Media and Society)	3		
	RTF 499 (Master Projects in Media Production)	4		
	16		14	