Course Sequence and Prerequisites
Strategic Public Relations and Integrated Communications
MCOM Requirements (15 units) + Advertising Track Requirements (21 units)
(Updated March 2016)

A. Required Course Sequence I – IV (18 units)

I. MCOM 101 Introduction to Mass Communication (3)

II. MCOM 253 Principles of Strategic Public Relations and Integrated Communications (3)
    MCOM 256 Writing for the Media (3)

III. MCOM 357 Public Relations Writing (3)
     COMM 419 Organizational Communication (3)

IV. MCOM 453 Public Relations and Integrated Communication Campaigns (3)

Prerequisites (all with C or better grade)*

MCOM 101/102 and COMM 131/132
MCOM 101/102 and ENGL 102/190

* Prerequisite requirements are subject to change as new curriculum develops. Students are required to follow the most up-to-date prerequisite requirements.

B. Additional Required Courses (6 units): May be taken at any time with satisfactory prerequisites

MCOM 390 Mass Communication Research (3)
    and

MCOM 350 Media Law (3)
    or

MCOM 433 Media Ethics (3)

Majors only and junior/senior standing

MCOM 101/102 and junior/senior standing

Majors only

C. SPRIC Track Electives (6 units): May be taken at any time with satisfactory prerequisites

MCOM 214, 323, 325, 440, 443, 447, 451, 459

D. MCOM Major Electives (6 units): May be taken at any time with satisfactory prerequisites

MCOM Courses: MCOM 333, 352, 359, 381, 385, 391, 402, 409, 411, 415, 431, 457, 460, 461, 477, 478, 479, 481, or 496

Non-MCOM Courses: COMM 304, 315, 377, EMF 221, IDFA 480

Or any other courses listed under the electives in the catalogue under which you are enrolled. The list of electives differs depending on the catalogue year. Students are strongly encouraged to take courses outside the track.

Declare your major in MCOM before moving on to the Level III courses.

REV 03/16