



SAM HOUSTON STATE UNIVERSITY

COURSE OFFERINGS

PR & ADVERTISING (The Woodlands Center/Online)

Fall (2020/2022)

MCOM 3381 Principles of PR _____	F2F (TWC)
MCOM 3383 Writing for PR & Advertising _____	OL
MCOM 3385 Advanced Writing for PR & Advertising _____	OL
MCOM 4381 Social Marketing _____	OL–Even Fall Only
MCOM 4390 Campaigns for PR & Advertising _____	F2F (TWC)

Core

MCOM 1130 Media Literacy _____	OL
MCOM 3026 Media Practicum _____	ARR

Spring 1 (2021)

MCOM 3382 Principles of Advertising _____	F2F (TWC)
MCOM 3383 Writing for PR & Advertising _____	OL
MCOM 3385 Advanced Writing for PR & Advertising _____	OL
MCOM 4385 Social Media for PR/Advertising _____	OL–Even Fall Only
MCOM 4390 Campaigns for PR & Advertising _____	F2F (TWC)

Core

MCOM 1130 Media Literacy OL _____	OL
MCOM 3026 Media Practicum ARR _____	ARR
MCOM 4371 Mass Media Law and Ethics OL _____	OL

Fall 2 (2021)

MCOM 3381 Principles of PR	F2F (TWC)
MCOM 3383 Writing for PR & Advertising	OL
MCOM 3385 Advanced Writing for PR & Advertising	OL
MCOM 4384 Advanced Design for PR & Advertising	F2F (TWC)
MCOM 4390 Campaigns for PR & Advertising	F2F (TWC)

Core

MCOM 1130 Media Literacy	OL
MCOM 3026 Media Practicum	ARR

Spring 2 (2022)

MCOM 3382 Principles of Advertising	F2F (TWC)
MCOM 3383 Writing for PR & Advertising	OL
MCOM 3385 Advanced Writing for PR & Advertising	OL
MCOM 3388 Sales & Marketing	F2F (TWC)
MCOM 4383 Audience Research & Analysis	F2F (TWC)
MCOM 4390 Campaigns for PR & Advertising	F2F (TWC)

Core

MCOM 1130 Media Literacy OL	OL
MCOM 3026 Media Practicum ARR	ARR
MCOM 4371 Mass Media Law and Ethics OL	OL

NON-HUNTSVILLE DELIVERY OPTIONS FOR OTHER REQUIRED COURSES

Lower level courses that transfer from Lone Star College to SHSU

MCOM 1330 Analysis of Electronic Culture	May take at LSCs as COMM 1307
MCOM 1332 Writing for Mass Media	May take at LSCS as COMM 2311
MCOM 2371 TV & Film Production	May take at LSCS as RTVB 2337
MCOM 2382 Design for PR & Advertising	May take at LSCS as COMM 2305

CONCENTRATION ELECTIVES – TAKE 6 CREDITS FROM THE FOLLOWING

Delivered multiple ways; some may only be offered in Huntsville

MCOM 3026 Medium Practicum	Offered as an arranged option
MCOM 4022 Special Topics	If available; offered as an arranged option
MCOM 4398 Professional Internship	Offered as an arranged option
MCOM 4099 Independent Study	Offered as an arranged option
MCOM 4381 Social Marketing	OL; even Fall only
MCOM 4385 Social Media for PR/Advertising	OL; odd Spring only
MCOM 4393 International Media	If available