



## SHSU KATFACTS

BEST .....  
COLLEGES  
..... FOR THE  
**MONEY**

OVER  
**EIGHTY**  
UNDERGRADUATE  
DEGREES & COUNTING

FACULTY  
--- TO ---  
STUDENT  
R A T I O  
**1:25**



MORE THAN  
**230**  
STUDENT  
ORGANIZATIONS

**COMMUNITY ENGAGED**  
UNIVERSITY

### Student Organizations:

- American Advertising Federation (AAF)
- National Broadcasting Society (NBS)
- Texas Association of Broadcast Students (TABS)
- Public Relations Student Society of America (PRSSA)
- National Association of Black Journalists (NABJ)

Sam Houston State University

Department of Mass Communication  
Box 2207 | Huntsville, TX 77341-2207

[shsu.edu/see/masscomm](http://shsu.edu/see/masscomm)

1-866-BEARKAT



## MASS COMMUNICATION

*Bachelor of Arts*

College of Fine Arts and Mass Communication



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**SAM HOUSTON STATE UNIVERSITY**

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM





# MASS COMMUNICATION

*Connecting the Masses*

[shsu.edu/see/masscomm](http://shsu.edu/see/masscomm)

## TOP FIVE CAREER SETTINGS FOR MASS COMMUNICATION MAJORS

1. Mass Media
2. Public Relations Firms
3. Corporate Communication Programs
4. Non-Profit Agencies
5. High Schools



## BACHELOR'S DEGREE IN *MASS COMMUNICATION*

The Bachelor of Arts in mass communication (MCOM) offers emphases in **multi-platform journalism**, **broadcast production**, **film production**, and **public relations and advertising**. The department also offers a Bachelor of Fine Arts degree in **film and TV production**\*. Graduates can enter a variety of fields, including but not limited to video production, print and television news, broadcast and cable sales, media management, advertising, digital media production, promotions/public relations, and corporate media. In addition, students may supplement their degrees with educational requirements that allow them to become certified media-specialists in public school systems with a concentration in mass communication teaching.

\*Available beginning September 1, 2017

## REQUIREMENTS

Students in mass communication should select a specialized area of free electives compatible with their professional goals by discussing their career plans with an advisor. For example, electives in management and marketing are desirable for public relations & advertising. History, English, foreign languages, art, theatre, sociology, and other social sciences and fine arts are helpful to all emphases. Students with a multi-platform journalism emphasis could benefit from free electives in political science or history.

All students in the mass communication program will complete a departmental four-course core that provides a foundation for success in a variety of media fields. All majors and minors must earn a grade of 'C' or better in each mass communication course and successfully pass the departmental required competency writing and production tests.

## SCHOLARSHIPS

Students may apply for mass communication and non-degree specific scholarships by completing the Scholarships4Kats online application. Transfer scholarships are available for students who would like to continue their academic career at Sam Houston. SHSU provides a quality education at an affordable cost.

## INTERNSHIPS

Junior- and senior-level students who meet requirements may enroll in semester-long professional internships. MCOM students have interned at national media outlets, regional media outlets, and at specialized institutional sites such as the Texas State Senate.