

PROGRAM OUTLINE

FOR THE FOLLOWING PROGRAMS ONLY: Occupational Associate Degree and Higher

INSTITUTION DATA					
Name: Rafael Beloso Chacin University d/b/a URBE University				ID#(Leave blank if new school): 5594	
PROGRAM DATA					
Program Title: Mass Communication and Marketing					
Credential Issued: Associate of Science					
Program Delivery:	Campus	Online	Correspondence	Other	If other, give a <u>short</u> description
	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Program Length	Semester Hours: 60		Quarter Hours:		
General Education Hours (See Minimum Requirements Below): 24					
*Minimum General Education Component:					
Degree	Semester	Quarter			
OAD/AAS	9	14			
AA	36	54			
AS	15	22.5			
BA	45	67.5			
BS	30	45			

(The duration of a Bachelor Degree Program shall be a minimum of 120 semester credit hours, 180-quarter credit hours, or the recognized clock hour equivalent. A student transferring into the institution with an Associate Degree totaling 60-credit hours, will combine these Associate credit hours with the Bachelor credit hours to meet the minimum total stated above.)

ENTRANCE/ADMISSION REQUIREMENTS:
(Programs of four hundred fifty (450) or more clock hours or the credit hour equivalent shall administer a basic skills examination to each student who enrolls, unless the student has provided evidence of a high school graduation diploma, general equivalency diploma, or its equivalent.)
Submit a high school diploma or a GED Submit a completed admissions application Submit a \$100 nonrefundable application fee Copy of valid government issued ID Online students must have access to the Internet. Students applying for the undergraduate program must also submit a copy of their official transcripts from their High School and have achieved a minimum grade point average of at least 2.0
PROGRAM OBJECTIVE:
Explain the goals and methods of various mass media outlets Recognize credible sources of information and research techniques Understand tactics and techniques used in the fields of communication and marketing Identify ethical practices used in advertising Articulate the process of human communication in its various contexts Differentiate the different components of mass communication processes
PROGRAM DESCRIPTION:
The A.S. in Mass Communication and Marketing equips students with the required technical skills to be successful in today's media world. The program teaches students theoretical and practical perspectives while preparing them for careers in the fields of Communication and Marketing.

PROGRAM BREAKDOWN BY COURSE

Course Number	Course Title	Credit Hours	Clock Hours (If Applicable)	Services (If Applicable)
	NOTE: If a bachelor degree program entrance requirement is to transfer having earned an associate degree, enter the transfer of credit here.			
ENC 120	English Composition I	3		
MAC 105	College Algebra I	3		
ENV 301	Environmental Science	3		
SPC 360	Oral Communication	3		
PHI 410	Critical Thinking	3		
SOC 201	Sociology	3		
GEO 300	World Geography	3		
ARH 250	Art History	3		
COM 100	Using Information Effectively in Mass Communication	3		
COM 102	Introduction to Mass Communication	3		
COM 103	Principles of Advertising	3		
COM 104	Principles of Strategic Public Relations and Integrated Communications	3		
COM 105	Social Media and Strategic Communication	3		
COM 202	Writing for the Media	3		
COM 203	Advertising Media Planning	3		
COM 204	Advertising Copywriting	3		
MAR 201	Principles of Marketing	3		
MAR 301	Social Media Marketing Strategies	3		
COM 302	Media Law	3		
COM 303	Media Criticism	3		
TOTAL:		60		