

Degree Map: Stephen F. Austin State University
Bachelor of Arts in Mass Communication, Social Media Concentration

4 – Year Suggested Academic Plan

First Year - Freshman

Fall Semester		Spring Semester					
Transfer School Course Number	SFA Course Number	Course Name	Hrs	Transfer School Course Number	SFA Course Number	Course Name	Hrs
ENGL 1301	ENG 131	Rhetoric & Composition	3	ENGL 1302	ENG 132	Research & Argument	3
HIST 1301	HIS 133	US History- 1000-1877	3	HIST 1302	HIS 134	US History- 1877- Present	3
MATH 1414, MATH 1324, MATH 1442 or MATH 2413	MTH	Math 110 or Higher (Note 3)	3	BIOL 1408, BIOL 1409, BIOL 2401, CHEM 1405, CHEM 1411, CHEM 1412, PHYS 1401, PHYS 1402, PHYS 2425 or PHYS 2426	Science/Core	Science (Note 1)	4
BIOL 1408, BIOL 1409, BIOL 2401, CHEM 1405, CHEM 1411, CHEM 1412, PHYS 1401, PHYS 1402, PHYS 2425 or PHYS 2426	Science/Core	Science (Note 1)	4	ARTS 1301, ARTS 1303, DANC 2303, MUSI 1306, DRAM 1310, or DRAM 2366	Creative Arts	Creative Arts (Note 2)	3
SPAN 1411	Language 131	Modern Language Beginning 1 (Note 5, Note 7)	3	SPAN 1412	Language 132	Modern Language Beginning 2 (Note 5, Note 7)	3
Total			16	Total			16

Second Year - Sophomore

Fall Semester		Spring Semester					
Transfer School Course Number	SFA Course Number	Course Name	Hrs	Transfer School Course Number	SFA Course Number	Course Name	Hrs
PHIL 1301 or PHIL 2306	Lang/Phi/Cult	Languages, Philosophy, Culture (Note 4)	3	GOVT 2306	PSC 142	Government	3
ANTH 2351, ECON 2301, PSYC 2301 or SOCI 1301	Soc/Behavioral	Social/Behavioral Sciences (Note 6)	3	ARTS 1304, ENGL 2321, ENGL 2326, ENGL 2331, ENGL 2341, HUMA 1301, HUMA 2319, HUMA 2323, MUSI 1307, SGNL 2301	Humanities	Languages, Philosophy, Culture (Different subject, Note 4, Note 7)	3
GOVT 2305	PSC 141	Government	3	SPAN 2312	Language 232	Modern Language Intermediate 2 (Note 5, Note 7)	3
SPAN 2311	Language 231	Modern Language Intermediate 1 (Note 5, Note 7)	3	SPCH 1315 or SPCH 1318	COM	COM 111, 170, or 215	3
COMM 1307	MCM 101	Intro to Mass Media	3	COMM 2311	MCM 205	Media Writing	3
Total			15	Total			15

Third Year - Junior

Fall Semester		Spring Semester					
Transfer School Course Number	SFA Course Number	Course Name	Hrs.	Transfer School Course Number	SFA Course Number	Course Name	Hrs
	MCM 251	Introduction to Social Media	3		MCM 352	Social Media Case Studies	3
	MCM 306	Communication Law	3		MCM 353	Social Media Content Production	3
	MCM 351	Social Media Strategies	3		MCM 451	Advertising and Promotion for Social Media	3
	Minor	Minor course	3		Minor	Advanced, 300 or 400 level	3
	Minor	Minor course	3		Minor	Advanced, 300 or 400 level	3
Total			15	Total			15

Fourth Year - Senior

Fall Semester		Spring Semester					
Transfer School Course Number	SFA Course Number	Course Name	Hrs.	Transfer School Course Number	SFA Course Number	Course Name	Hrs
	MCM 406	Media Ethics	3		MCM Major	MCM 307, 380, 404, or 480	3
	MCM 452	Future Technology	3		MCM 453	Research in Social Media	3
	Minor	Advanced, 300 or 400 level	3		Minor or Elective	Advanced, 300 or 400 level	3
	Minor	Advanced, 300 or 400 level	3		Minor or Elective	Advanced, 300 or 400 level if needed	3
	Elective	Elective	3		Elective	Elective	1
Total			15	Total			13

Notes & Comments

Note 1: Eight hours (two courses) from Life & Physical Sciences Core

Note 2: Three hours from Creative Arts Core

Note 3: Three hours from Math Core

Note 4: Three hours from Lang, Phil, & Culture; **BA degrees require an additional course from the Lang, Phi, & Culture Core with a different course prefix from the Core course taken.**

Note 5: **All BA degrees require foreign language proficiency through SFA level 232 of the same language or American Sign Language (SPH).**

Note 6: Three hours from Social & Behavioral Science Core

Note 7: This course is designated as a College Requirement and can be completed either at the junior/community college or at SFA

The requirements reflected are for the core, college, major, and minor. Core completion at a Texas public institution equals core completion at SFA; however, the college, major, and minor requirements must still be completed. College requirements are indicated within the first two years by Note 7.

Any courses taken at the junior/community college level that are acceptable in the major will be substituted in; additional junior/senior level classes may be required to meet the required minimum number of upper level hours. Determination of course substitutions within the major will be made on a case-by-case basis. A maximum of 66 hours of academic courses plus up to 4 hours of PHED/KINE courses from community colleges can be applied in a bachelor's degree. If core is not complete at Texas public junior/community college, core must be completed using SFA's requirements.

This does not constitute or replace an official degree plan. This information, though accurate for this bulletin, is subject to change without notice. For additional information contact the Liberal and Applied Arts Advising Office at purpledoors@sfasu.edu or 936-468-2205. 3/5/2019