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COURSE OFFERINGS

PR & ADVERTISING (The Woodlands Center/Online)

Fall (2020/2022)

MCOM 3381 Principles of PR _____

MCOM 3383 Writing for PR & Advertising _____

MCOM 3385 Advanced Writing for PR & Advertising _____

MCOM 4381 Social Marketing _____

MCOM 4390 Campaigns for PR & Advertising _____

MCOM 1130 Media Literacy _____

MCOM 3026 Media Practicum _____

Spring 1 (2021)

MCOM 3382 Principles of Advertising _____

MCOM 3383 Writing for PR & Advertising _____

MCOM 3385 Advanced Writing for PR & Advertising _____

MCOM 4385 Social Media for PR/Advertising _____

MCOM 4390 Campaigns for PR & Advertising _____

MCOM 1130 Media Literacy OL _____

MCOM 3026 Media Practicum ARR _____

MCOM 4371 Mass Media Law and Ethics OL _____

Fall 2 (2021)

MCOM 3381 Principles of PR _____
MCOM 3383 Writing for PR & Advertising _____
MCOM 3385 Advanced Writing for PR & Advertising _____
MCOM 4384 Advanced Design for PR & Advertising _____
MCOM 4390 Campaigns for PR & Advertising _____

MCOM 1130 Media Literacy _____
MCOM 3026 Media Practicum _____

Spring 2 (2022)

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

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