

MASS COMMUNICATION, ASSOCIATE OF ARTS (AALT)

Locations: Gonzales, St. Charles, Online

The Mass Communication concentration of Louisiana Transfer Associate of Arts Degree is a 60-credit hour program designed for students who are planning to transfer to a four-year college/university and major in one of the mass communications degrees. It is also for students who may not be planning to transfer to a four-year institution but who wish to find employment in a mass communication-related field, or gain a broad analytical and cultural understanding of the human experience. All courses applied to the degree must be passed with a 'C' or better. Developmental courses will not be applied to the degree.

Students who plan to transfer should consult with an RPCC Advisor, as well as an advisor from the college/university they plan to transfer to, to assure transferability of credit. Completion of the AALT degree guarantees that the student has met, in full, all lower division general education requirements at four-year Louisiana public university. Graduates transferring with the transfer degree will have junior status. Courses or GPA requirements for specific majors, departments, or schools are not automatically satisfied by an AALT degree.

Curriculum

Program of Study – Suggested Sequence of Courses

Course	Title	Hours
First Semester		
ENGL 1013	English Composition I (General Education, English Composition)	3
General Education, Mathematics/Analytics Reasoning - Select one of the following: ¹		3
MATH 1213	College Algebra	
MATH 1203	Applied Algebra	
MATH 1313	Finite Mathematics	
General Education, Humanities – choose any HIST, PHIL 1013, PHIL 2013, RELS 2213, any SPAN (except SPAN 1003), any SPCH, or any 2000-level ENGL (English Literature) ²		3
Any ANTH, ECON, GEOG, POLI, PSYC, SOCL		
General Education, Social Science – choose from the following: any ANTH, ECON, GEOG, POLI, PSYC, SOCL; WGNS 2503; or CRJU 1013		3
MCOM 1113	Introduction to Mass Media	3
Hours		15
Second Semester		
ENGL 1023	English Composition II (General Education, English Composition)	3
General Education, Mathematics/Analytics Reasoning – select one of the following: ¹		3
MATH 1213	College Algebra	
MATH 1203	Applied Algebra	
MATH 1313	Finite Mathematics	
MATH 2303	Statistics I	
General Education, Natural Science - first of a two-course sequence - Select either a Life Science or a Physical Science course sequence:		3
Life Science: BIOL		
Physical Science: CHEM, PHSC, or PHYS		
General Education, Social Science – choose from the following: any ANTH, ECON, GEOG, POLI, PSYC, SOCL; WGNS 2503; or CRJU 1013		3
MCOM 2013	Beginning Media Writing	3
Hours		15

Third Semester

General Education, Humanities - Select any 2000-level ENGL (English Literature) ²		3
General Education, Natural Science - second course for a two-course sequence:		3
Life Science: BIOL		
Physical Science: CHEM, PHSC, or PHYS		
Social Sciences or Communication Elective ²		3
Social Sciences or Communication Elective ²		3
Social Sciences or Communication Elective ²		3
Hours		15

Fourth Semester

General Education, Humanities - Select one of the following:		3
SPCH 1013	Fundamentals of Speech	
SPCH 2013	Techniques of Speech	
General Education, Natural Science - Select a course in the opposite Natural Science area chosen for the two-course sequence:		3
Life Science: Any BIOL		
Physical Science: Any CHEM, ENVS, GEOL, PHSC, or PHYS		
General Education, Fine Arts - Select any ARTS, MUSC, or THTR		3
Communication Elective ²		3
Communication Elective ²		3
Hours		15
Total Hours		60

¹ Note: Credit will not be given for both MATH 1213 College Algebra and MATH 1203 Applied Algebra.

² Select a total of seven courses (21 credit hours) from the various Social Sciences disciplines (0-9 credit hours) and/or communications disciplines (12-21 credit hours) listed below. Students may choose a course in each different discipline to gain breadth of knowledge in social sciences and communication; students choosing several related courses in a limited number of disciplines will gain depth of knowledge. The selection of courses depends on the institution to which the student intends to transfer and the discipline the student intends to pursue to complete a four-year baccalaureate degree. See elective options below.

Social Sciences and Communications Electives

Select a total of seven courses (21 credit hours) from the various Social Sciences disciplines (0-9 credit hours) and/or communications disciplines (12-21 credit hours) listed below. Students may choose a course in each different discipline to gain breadth of knowledge in social sciences and communication; students choosing several related courses in a limited number of disciplines will gain depth of knowledge. The selection of courses depends on the institution to which the student intends to transfer and the discipline the student intends to pursue to complete a four-year baccalaureate degree.

Code	Title	Hours
Social Science		
Any ANTH, CRJU, ECON, GEOG, POLI, PSYC, SOCL, WGNS		3
Spanish (SPAN)		
SPAN 1014	Elementary Spanish I	4
SPAN 1024	Elementary Spanish II	4
SPAN 2013	Intermediate Spanish I	3
SPAN 2023	Intermediate Spanish II	3
Speech (SPCH)		
SPCH 1013	Fundamentals of Speech	3
SPCH 2013	Techniques of Speech	3
SPCH 2213	Interpersonal Communication	3

Upon successful completion of the program, the graduate will be able to:

1. Describe the role/impact of various methods of mass communication on decision-making in business, government, and culture.
2. Justify the selection of methods and strategies for developing and delivering a message.