

Transfer Pathway: Houston Community College AA Communications, Advertising/Public Relations to Lamar



University B.S. Communication-Advertising

		First	t Year				
	F	Fall Semester			S	oring Semester	
HCC	Lamar	Course Name	Hrs	HCC	Lamar	Course Name	Hrs
EDUC 1300		Learning Framework	3	ENGL 1302 or 2311		English Composition II or Tech & Business Writing	3
ENGL 1301		English Composition I	3	HIST Core		American History Core	3
MATH 1332 or 1342		Contemporary Math or Statistics	3	CA Core		Creative Arts Core	3
COMM 1307		Intro to Mass Communication	3	SBS Core		Social & Behavioral Sciences Core	3
COMM 2327		Intro to Advertising	3	COMM 2330		Intro to Public Relations	3
Total			15	Total			15
		Sı	ummer	Semester			
HCC	Lamar	Course Name	Hrs	HCC	Lamar	Course Name	Hrs
Total			0	Total			0
		Secon	d Year	- Sophomore			
	F	Fall Semester			S	oring Semester	
HCC	Lamar	Course Name	Hrs	HCC	Lamar	Course Name	Hrs
GOVT 2305		Federal Govt	3	GOVT 2306		Texas Govt	3
LPC Core		Language, Philosophy, Culture	3	L & PS Core		Life & Physical Science Core	3
HIST Core		American History Core	3	090 Core		Component Area Option Core	3
L & PS Core		Life & Physical Science Core	3	Elective		Liberal Arts Elective	3
COMM 2324 or 2389		Practicum in Electronic Media or	3	COMM 2300,		Media Literacy, Editing & Layout, or Media Writing	3
		Academic Coop		2305, or 2311		Media Willing	
Total			15	Total			15
HCC	Lower			Semester	Lower	Course Name	Llvo
HCC	Lamar	Course Name	Hrs	HCC	Lamar	Course Name	Hrs
Total			0	Total			0
		Th	ird Ye	ar - Junior			
	F	- all Semester			S	oring Semester	
Lamar		Course Name		Lamar		Course Name	Hrs
	Introduction to Communication					o di co manio	
COMM 1311	Intro	duction to Communication	3	COMM Theory (1)		COMM Theory Choice	3
COMM 1311 COMM 1318		duction to Communication rpersonal Communication	3	COMM Theory (1) COMM Perf. (2)			
				(1)		COMM Theory Choice	3
COMM 1318		rpersonal Communication	3	(1) COMM Perf. (2)		COMM Theory Choice	3
COMM 1318 COMM 3364 Adv. Elective	Inter	rpersonal Communication Desktop Publishing	3	(1) COMM Perf. (2) MKTG 3310		COMM Theory Choice COMM Theory Choice Principles of Marketing	3 3
COMM 1318 COMM 3364 Adv. Elective (3)	Inter	rpersonal Communication Desktop Publishing Advd. Elective undations of Social Media	3 3 3 3 15	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns	3 3 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total	Inter	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media	3 3 3 3 15	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising	3 3 3 3 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar	Inter	rpersonal Communication Desktop Publishing Advd. Elective undations of Social Media Su Course Name	3 3 3 15 Jmmer	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name	3 3 3 3 15 Hrs
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352	Inter	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media	3 3 3 15 ummer Hrs	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar	Inter	rpersonal Communication Desktop Publishing Advd. Elective undations of Social Media Su Course Name	3 3 3 15 Jmmer	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name	3 3 3 3 15 Hrs
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352	Inter	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media State Course Name 3D Graphics	3 3 3 15 Jmmer Hrs 3	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351		COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352	Fou	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media State Course Name 3D Graphics	3 3 3 15 Jmmer Hrs 3	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352	Fou	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media State Course Name 3D Graphics	3 3 3 15 Jmmer Hrs 3	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352 Total	Fou	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media Standard Name 3D Graphics Fourall Semester	3 3 3 3 15 Jummer Hrs 3	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total ar - Senior	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352 Total	Fou	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media Standard Name 3D Graphics Fourse Name Course Name Course Name Course Name	3 3 3 15 15 17 17 17 17 17 17 17 17 17 17 17 17 17	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total ar - Senior	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics Oring Semester Course Name	3 3 3 3 15 Hrs 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352 Total Lamar COMM 4340 COMM 4340	For Orga	rpersonal Communication Desktop Publishing Advd. Elective undations of Social Media St Course Name 3D Graphics Fourse Name Course Name	3 3 3 15 4 15 4 17 17 18 3 3 17 17 18 18 18 18 18 18 18 18 18 18 18 18 18	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total ar - Senior Lamar COMM 4380 COMM Theory	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics pring Semester Course Name ing Campaigns and Strategies	3 3 3 3 3 15 Hrs 3 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352 Total Lamar COMM 4340 COMM 4340 (2) COMM Theory	For Orga	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media St Course Name 3D Graphics Fourse Name Industrial Semester Course Name Inizational Communication Information Research	3 3 3 3 15 ummer Hrs 3 3 urth Ye	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total ar - Senior Lamar COMM 4380 COMM Theory (1) Adv. Elective (3) Adv. Elective	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics oring Semester Course Name ing Campaigns and Strategies COMM Theory Choice	3 3 3 3 3 15 Hrs 3 3 3
COMM 1318 COMM 3364 Adv. Elective (3) COMM 3364 Total Lamar ARTS 3352 Total Lamar COMM 4340 COMM 4340 COMM 4360 (2) COMM Theory (1)	For Orga	rpersonal Communication Desktop Publishing Advd. Elective Indations of Social Media Standard Name 3D Graphics Fourse Name Course Name nizational Communication communication Research COMM Theory Choice	3 3 3 3 15 15 1mmer Hrs 3 3 3 11 17 17 17 17 17 17 17 17 17 17 17 17	(1) COMM Perf. (2) MKTG 3310 COMM 4365 COMM 3371 Total Semester Lamar ARTS 3351 Total ar - Senior Lamar COMM 4380 COMM Theory (1) Adv. Elective (3)	S	COMM Theory Choice COMM Theory Choice Principles of Marketing ocial Media Campaigns Advanced Advertising Course Name 2D Graphics Oring Semester Course Name ing Campaigns and Strategies COMM Theory Choice Advd. Elective	3 3 3 3 3 15 Hrs 3 3 3

- LU prefers that ECON 1301 be taken as Social/Behavioral Science at HCC
- LU prefers that COMM 2311 Media Writing be taken at HCC; LU prefers COMM/SPCH 1315 Public Speaking be taken at HCC (as 090 or Liberal Arts elective)
- (1) COMM Theory options (e.g. COMM 3301 Intercultural Communication, COMM 3375 Film Theory, COMM 4310 Communication Law, etc.)-consult academic advisor
- (2) COMM Performance (e.g. COMM 3315 Advanced Public Speaking, COMM 3340 Interviewing, etc.)-consult academic advisor
- (3) Advanced electives-consult academic advisor