



## TRANSFER ROADMAP

Houston Community College A.A. to Loyola B.A. in Mass  
Communication with Advertising Concentration  
Academic Year: 2015-16

The 2+2 articulation agreement between Houston Community College and Loyola allows a student who completes certain prescribed courses in eligible Associate's Degree programs at Houston CC to transfer to Loyola as a Junior and complete a B.A. in Mass Communication with a concentration in Advertising in an additional two years or 61 credit hours. Students must meet Loyola's admissions standards and complete all Loyola degree requirements. Houston CC courses which satisfy Loyola requirements and the equivalent courses are summarized below.

Transfer credit for approved courses will be awarded only for courses in which a C or higher was earned.

HOUSTON DEGREE REQUIREMENTS	LOYOLA COURSE	TRANSFERS AS
<b>Major &amp; Major-Related Requirements</b>		
COMM 1307 Intro. To Mass Communication	CMMN A100	Major Requirement
COMM XXX	CMMN Elective	Major Elective
COMM XXX	CMMN Elective	Major Elective
<b>General Education Requirements</b>		
ENG 1301 - English Composition 1	ENGL T122 - Critical Reading & Writing*	Common Curriculum
MATH 1314-2415 (3 crs)	MATH AELC	Common Curriculum
HIST 2311 or 2321	HIST T122	Common Curriculum
Natural Science w/ Lab (4 crs)	SCIE T129	Common Curriculum
PHIL 1301	PHIL T122	Common Curriculum
ENG 2322-2374 (Humanities) (3 crs)	ENG AELC	Common Curriculum
HIST 2312 or 2322	HIST T124	Common Curriculum
Natural Science (lab optional) (3-4 crs)	Appropriate Loyola Course	Common Curriculum
Visual/Performing Arts (3 crs)	Appropriate Loyola Course	Common Curriculum
Social/Beh Science (3crs)	Appropriate Loyola Course	Common Curriculum
Foreign Language (3 crs)**	Appropriate Loyola Course	Common Curriculum
<b>Electives/Minor Courses</b>		
ENG 1302 - English Composition 2	ENGL T122 - Critical Reading & Writing*	General Elective
4-5 hrs. General Electives	Appropriate Loyola Course	General Electives
<b>English Minor - 9 hrs***</b>		
Choose 9 hrs of English Literature Electives	Appropriate Loyola Course	ENGL Elective
<b>Remaining Loyola Requirements - 61 crs</b>		
<b>Mass Communication Major</b>		
31 crs	A101 Communications Writing	
	A201 Digital Communication	
	A260 Layout & Design	
	A310 Advertising Principles	
	A311 Ad Copy	

	A313 Media Planning	
	A326 Research in Advertising & PR	
	A334 Strategic Problem Solving in Advertising	
	A401 Law of Mass Communication	
	A414 Advertising Capstone - Ad Campaigns or A415 Adv. Advertising Campaigns (Ad Team)	
	A484 Seminar in Mass Communication Ethics	
	A491 Internship/Practicum	
	A492 Senior Seminar in Mass Communication	
<b>General Education/Common Curriculum</b>	RELS T122/T124	
21 crs	RELS ACC	
	HIST ACC	
	PHIL ACC	
	Foundational Ethics	
	Foreign Language (Placement +1) - 6 hrs**	
<b>Minor - 9 crs</b>	9 hrs of English Electives***	
* If the student completes both ENGL 101 and 102, then 101 will be used to satisfy ENGL T122 and 102 will be used as a General Elective.		
**At Loyola, students are required to take two courses in a single foreign language, so students can either continue in their chosen language from Houston or take 6 hrs in a language of their choice at Loyola. If the student decides to change the foreign language studied, the 3 hrs of language credit from Houston would then count towards general electives at Loyola.		
*** All Mass Comm students must carry a minor. Students may elect to pursue a different minor, but it may require having to take more than 120 hrs.		