

COMMUNICATION MAJOR (BA or BS) — PUBLIC RELATIONS EMPHASIS (36 CREDITS)

(Students must have a 2.50 GPA to declare this major; A 2.25 in your major courses is required to qualify for graduation in all Communication department majors)

REQUIRED CORE COURSES. 15 CREDITS

Course No.	Course Name	Prerequisites
<i>Introductory Core</i>		
_____ COMM 202	Principles of Public Relations	None
_____ COMM 203	Public Relations Tactics I	Coreq: COMM 202
<i>Intermediate Core, once both courses above have been completed</i>		
_____ COMM 204	Public Relations Tactics II*	COMM 202, 203
_____ COMM 302	Public Relations Strategies*	COMM 202, 203 and restricted to students with a major or minor in Public Relations
<i>Advanced Core, once all four courses above and Comm 275 have been completed</i>		
_____ COMM 402	Public Relations Planning	COMM 202, 203, 204, 275, 302 & restricted to students with a major or minor in PR

REQUIRED COURSES. 9 CREDITS.

_____ COMM 275	Advertising and PR Research Literacy	JOURNLSM 220 <u>or</u> COMM 202
_____ COMM 345	Persuasion	COMM 110
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110

TECHNIQUE ELECTIVES. 6 CREDITS.

_____ COMM 240	Public Speaking (GH)	COMM 110
_____ COMM 303	Practicum in Public Relations	COMM 202, 203 and 204 and consent of instructor (No more than 2 credits can be applied to major)
_____ COMM 363	Introduction to Health Communication	COMM 110
_____ COMM 493I	Internship in Communication- Public Relations	COMM 203 and consent of instructor
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 248	Publication Layout	JOURNLSM 227 <u>or</u> 220 <u>or</u> COMM 203
_____ JOURNLSM 303	Feature Writing	JOURNLSM 227 <u>or</u> 241 <u>or</u> COMM 203
_____ JOURNLSM 310	Publication Photography	None
_____ JOURNLSM 364	Advertising and PR Account Management*	COMM 302 <u>or</u> JOURNLSM 322. Restricted to students with a major or minor in Public Relations
_____ MAGD 150	Introduction to Media Arts and Game Development	None

THEORY ELECTIVES. 6 CREDITS.

_____ COMM 322	Listening Behavior (GS)	COMM 110
_____ COMM 326	Communication and Gender	COMM 110
_____ COMM 327	Introduction to Corporate Communication	COMM 110
_____ COMM 328	Communication Conflict Resolution	COMM 110
_____ COMM 422	Communication Theories	Junior standing
_____ COMM 485	Communication Research Methods	Junior standing
_____ COMM 491	Travel Study	Consent of department
_____ COMM 498	Independent Study	Instructor and department consent and junior standing
_____ JOURNLSM 420	Law of Mass Communication	JOURNLSM 227 <u>or</u> 220 <u>or</u> COMM 131
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 <u>or</u> 220 <u>or</u> any course in Poli Sci or Sociology & Junior standing <u>or</u> department consent
_____ JOURNLSM 431	Mass Communication in Society	COMM 131 <u>or</u> 202 <u>or</u> JOURNLSM 227 <u>or</u> 220
_____ MARKETING 311	Principles of Marketing	Junior standing, Admission to the college' and 2.0 for minors and non-business majors for which this course is an option

Note: Other theory oriented courses, 300 level or above, may be substituted for these electives with the approval of the student's advisor

WRITING REQUIREMENT

*Course satisfies writing requirement for Public Relation Majors.