



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

(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 <u>and</u> successful completion of Major Pre-Block #
_____ COMM 302	Public Relations Strategies*	COMM 202, 203
<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

REQUIRED COURSES. (9 CREDITS.)

_____ COMM 275	Advertising and PR Research Literacy	JOURNLISM 220 or COMM 202
_____ COMM 345	Persuasion	COMM 110
_____ COMM 424	Cross Cultural Communication (GS/DV)*	COMM 110

TECHNIQUE ELECTIVES. (6 CREDITS.) CHOOSE 2 COURSES FROM THE FOLLOWING LIST:

_____ COMM 240	Advanced Public Speaking (GH)	COMM 110
_____ COMM 363	Introduction to Health Communication	Sophomore standing
_____ COMM 493I	Internship in Communication- Public Relations	Department consent
_____ JOURNLISM 220	Foundations of Advertising	None
_____ JOURNLISM 241	Electronic Media Copywriting	None
_____ JOURNLISM 248	Publication Layout	JOURNLISM 227 or 220 or COMM 203
_____ JOURNLISM 303	Feature Writing	JOURNLISM 227 or 241 or COMM 203
_____ JOURNLISM 310	Publication Photography	None
_____ JOURNLISM 364	Advertising and PR Account Management*	COMM 302 or JOURNLISM 322
_____ MAGD 150	Introduction to Media Arts and Game Development	None

THEORY ELECTIVES. (6 CREDITS.) CHOOSE 2 COURSES FROM THE FOLLOWING LIST

_____ COMM 322	Listening Behavior (GS)	Sophomore standing
_____ COMM 326	Communication and Gender	Sophomore standing
_____ COMM 327	Introduction to Corporate Communication	Sophomore standing
_____ COMM 328	Communication Conflict Resolution	Sophomore standing
_____ COMM 422	Communication Theories*	Junior standing
_____ COMM 485	Communication Research Method*	Junior standing
_____ COMM 491	Travel Study	Consent of department
_____ JOURNLISM 420	Law of Mass Communication*	JOURNLISM 227 or 220 or COMM 131
_____ JOURNLISM 430	Communication and Public Opinion	JOURNLISM 227 or 220 or any course in Poli Sci or Sociology & Junior standing or department consent
_____ JOURNLISM 431	Mass Communication in Society*	COMM 131 or 202 or JOURNLISM 227 or 220
_____ MARKETING 311	Principles of Marketing	Junior standing and 2.0 GPA for minors

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



University of Wisconsin
Whitewater

MILESTONES

* Course satisfies Writing Requirement for all Communication & Journalism majors.

For students who initially declared in Summer 2018 and beyond, students must achieve at least a 2.5 GPA within major pre-block courses (COMM 110 or 131, COMM 202 and 203) to enroll in this course. Students declaring before Summer 2018 can disregard this requirement.