

Communication BA with a Concentration in Public Relations

Course Planning Guide

- Does not guarantee course availability and must be used in consultation with your Academic Advisor.
- Please note that all Communication concentrations require a foreign language at the 2000-level.
- Check Academic Catalog for pre-requisites.

<u>Freshman Year</u> (through summer)	<u>Hours</u>
ENGL 1101("C" or better)	3
ENGL 1102("C" or better)	3
MATH 1001	3
Area B - Foreign Language 1001 or higher	4
Area B – COMM 1503 Communicating in Diverse Cultures (recommended)	3
Area E – Social Science Course	3
Area F – COMM 1100 Intro to Human Communication	3
Area F – COMM 1400 Foundations in Media Techniques	3
Area F – Foreign Language 1002 or Elective	4-3
<u>Sophomore Year</u> (through summer)	
Area C- Foreign Language at 2000-level	3
Area C- COMM 1110 Public Speaking (recommended)	3
Area D- Lab-based Science Course	4
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Area D – Math and Technology Course (MATH 1401 recommended)	3
Area E – HIST 2111, HIST 2112, OR POLS 1101	3
Area E – Behavioral Science: ANTH 1102, ECON 2105, PSYCH 1101, or SOCI 1101	3
Area F – JOUR 1010 News Writing and Reporting	3
Area F – COMM 2900 Intro to Media Studies	3
Area F –Elective of your choice (COMM 2700 recommended)	3
<u>Junior Year</u> (through summer)	
COMM 2700 Intro to Public Relations	3
COMM 3740 Communication Research	3
COMM 3760 Public Relations Writing	3
COMM 3780 Public Relations Cases	3
COMM 3730 Social Media	3
Two (2) Knowledge-based Electives	6
Two (2) Skills-based Electives	6
One or two (2) Elective Courses	3-6
<u>Senior Year</u>	
COMM 4300 Media Law and Ethics	3
COMM 4700 Public Relations Campaigns	3
COMM 4900 Senior Capstone (to be taken the last semester)	3
Knowledge-based Elective	3
One or two (1-2) Skills-based Electives	3-6
Three or four (3-4) Elective Courses	9-12
120 Semester Hours	