

"C - "or better required in all COM major courses, including pre-com

Public Relations & Strategic Communication Major Requirements (42 credits)

PREREQUISITE: Students must complete COM 11400 and achieve a GPA of 3.0 or above on a 4.0 scale in the three Pre-Communication courses before declaring this or any major in communication. NO additional communication courses from the plan of study can be taken prior to admission. Only one Pre-Com course may be repeated one time for admission purposes.

A. The following courses to satisfy Pre-Com requirements

- 3__COM 10200 Introduction to Communication Theory
- 3__COM 20400 Critical Perspectives on Communication
- 3__COM 31800 Principles of Persuasion

Date Admitted:_____ Communication Advisor Signature:_____

B. The following General Communication course (3)
3__COM 30400 Quantitative Methods for Communication Research

C. PRSC Core (12)
3__COM 25300 Introduction to Public Relations
3__COM 25600 Introduction to Advertising

And TWO of the following Communication Classes
3__COM 21200 Approaches to Study of Interpersonal Communication
3__COM 31400 Advanced Presentational Speaking
3__COM 32400 Introduction to Organizational Communication

D. Choose ONE of the following areas of specialization (Advertising or Public Relations) and take the FOUR courses. (12)

ADVERTISING

- 3__COM 33600 Advertising in the Electronic Mass Media
- 3__COM 35600 Problems in Advertising*
- 3__COM 45600 Advertising Writing
- 3__COM 49500 Special Topics in PRSC

PUBLIC RELATIONS

- 3__COM 25700 Public Relations Techniques
- 3__COM 35300 Problems in Public Relations*
- 3__COM 49500 Special Topics in PRSC
- 3__COM 49500 Special Topics in PRSC (different topic)

E. Choose TWO additional 30000-level or above courses in COM that are NOT listed in areas A through D (6)
3_____ 3_____

Other Departmental /Program Course Requirements (57 - 58 credits)

- | | |
|---|--------------------------------------|
| ____ (4-3) ENGL 10600 First Year Composition or ENGL 10800 Accelerated First year Composition | ____ (3) Other Cultures |
| ____ (3) COM 11400 Fundamentals of Speech Communication | ____ (3) Aesthetic Awareness |
| ____ (12) Other Languages (Proficiency through Level IV in one language) | ____ (3) Racial and Ethnic Diversity |
| ____ (3) Mathematics | ____ (3) Gender Issues |
| ____ (3) Statistics | ____ (3) Social Ethics |
| ____ (3) Western Heritage | ____ (3) Individual and Society |
| ____ (3) United States Tradition | ____ (3) Global Perspective |
| | ____ (3) Natural Sciences |
| | ____ (3) Natural Sciences Lab |

Electives (20 - 21 credits)

____ () _____ ____ () _____ ____ () _____ ____ () _____
____ () _____ ____ () _____ ____ () _____ ____ () _____

University Core Requirements

Human Cultures Humanities	<input type="checkbox"/>	_____	Science, Technology & Society	<input type="checkbox"/>	_____
Human Cultures Behavioral/Social Science	<input type="checkbox"/>	_____	Selective	<input type="checkbox"/>	_____
Information Literacy	<input type="checkbox"/>	_____	Written Communication	<input type="checkbox"/>	_____
Science Selective	<input type="checkbox"/>	_____	Oral Communication	<input type="checkbox"/>	_____
Science Selective	<input type="checkbox"/>	_____	Quantitative Reasoning	<input type="checkbox"/>	_____

The student is ultimately responsible for knowing and completing all degree requirements.
Degree Works is knowledge source for specific requirements and completion

PUBLIC RELATIONS & STRATEGIC COMMUNICATION

Suggested Arrangement of Courses:

Credits	Fall 1st Year	Prerequisite	Credits	Spring 1st Year	Prerequisite
3	Elective		3 - 4	ENGL 10600 or 10800	
3	COM11400		3	Pre-Communication Course	
3 - 4	SLC 10100		3	Natural Science	
3	MATH	ALEKS	3 - 4	SLC 10200	SLC 10100
3	United States Tradition		3	STAT	
15 -16			15 - 17		

Credits	Fall 2nd Year	Prerequisite	Credits	Spring 2nd Year	Prerequisite
3	Pre-Communication Course		3	Pre-Communication Course	
3 - 4	SLC 20100	SLC 10200	3 - 4	SLC 20200	SLC 20100
3	Natural Science Lab		3	Gender Issues	
3	Racial and Ethnic Diversity		3	Elective	
3	Social Ethics		3	Elective	
15-16			15 -16		

Credits	Fall 3rd Year	Prerequisite	Credits	Spring 3rd Year	Prerequisite
3	COM 30400		3	COM Course – Area C	
3	COM Course – Area C		3	COM Course – Area C	
3	Western Heritage		3	COM Course – Area D	
3	Aesthetic Awareness		3	Elective	
3	Elective		3	Elective	
15			15		

Credits	Fall 4th Year	Prerequisite	Credits	Spring 4th Year	Prerequisite
3	COM Course – Area C		3	COM Course – Area D	
3	COM Course – Area D		3	COM Course – Area E	
3	COM Course – Area D		3	COM Course – Area E	
3	Other Cultures		3	Global Perspective	
3	Elective		3	Elective	
15			15		

Students must earn a "C-" or better in each Communications major course.

120 semester credits required for Bachelor of Arts degree.

2.0 Graduation GPA required for Bachelor of Arts degree.

32 credit hours at 30000 level or higher required for Bachelor of Arts degree.

Revised 12/14 (201610)

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