

COMMUNICATION, B.S. - PUBLIC RELATIONS CONCENTRATION

Students in the PR concentration are recommended to take BUAD 101 or ENTR 201 for G3 and ENGL 316 or ENGL 318 for Advanced Writing (AW) in General Education.

Total Hours

36

Major in Communication

Code	Title	Hours
CORE COMMUNICATION COURSES (C- OR BETTER)		12
COMM 101	Introduction to Communication	
COMM 201	Theory of Communication	
COMM 301	Communication Research	
COMM 401	Critical-Cultural Studies in Communication	
OPTION DECLARED		
Option in Public Relations - See separate block		
Total Hours		12

Option in Public Relations

Code	Title	Hours
REQUIRED PUBLIC RELATIONS COURSES		
COMM 251	Public Relations I: Intro to Principles & Theory	3
COMM 351	Public Relations II: Public Relations Writing	3
COMM 451	Public Relations Issues	3
COMM 452	Public Relations Campaigns	3
MEDIA FOUNDATION COURSES		
COMM 121	Intro to Media Arts Production	3
COMM 206	Communication and Media Law	3
Survey of Mass Media		3
COMM 220	Survey of Media	
JRNL 313	Fundamentals of Journalism	3
ELECTIVES A: PROFESSIONAL COMMUNICATION		
undefined - Choose 3 hours from:		3
COMM 224	Organizational Communication 1	
COMM 225	Nonprofit Sector Communication	
COMM 305	Business and Professional Communication	
COMM 300	Co-Op Ed Experience in Comm	
COMM 400	Co-Op Ed Experience in Comm	
ELECTIVES B: PERSUASIVE MESSAGING		
undefined - Choose 3 hours from:		3
COMM 371	Crisis Emergency & Risk Comm	
COMM 403	Persuasion & Social Media Infl	
COMM 441	Political Communication	
COMM 429	Topics in Communication	
COMM 461	Health Communication	
WRIT 343	Theories of Rhetoric	
ELECTIVES C: DIGITAL MESSAGING		
undefined - Choose 6 hours from:		6
COMM 380	Digital Media Writing	
COMM 390	Social Media Campaigns	
JRNL 327	Feature Writing and Magazine Journalism	
WRIT 317	Editing for Publication	
AENG 356	Desktop Publishing	