

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
PUBLIC RELATIONS MAJOR (PR)
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2016
DEPARTMENT OF COMMUNICATION

APPROVED
UNIVERSITY REGISTRAR

The major consists of the following requirements, totaling 120 hours necessary for graduation:

I. COMM Foundation & Development	24 hours	IV. CLE requirements	36 hours
II. MJ Major requirements	15 hours	V. Electives	39 hours
III. Culminating courses	<u>6 hours</u>		
Subtotal:	45 hours	Total:	120 hours

MAJOR REQUIREMENTS (I-III)

Listed below are the in-major requirements for the Public Relations Major. Majors share 21 hours of common courses in COMM (Core Degree Requirements) and include other courses specific to the major. See reverse for other requirements and "progress to degree" criteria.

I. FOUNDATION & DEVELOPMENT (24 HOURS)

Required courses across all majors, including *Core Degree Requirements**:

- LAHS 1004* First Year Experience (3)
- COMM 1014 Introduction to Communication Studies (3)
- COMM 1015 Communication Skills (3)
- COMM 1016 Communication Skills (3)

Note: Alternative to 1015-16 for transfer students entering the major after freshman year:

- COMM 2004 Public Speaking (3) COMM elective (3)
- COMM 2124* Intro to Communication Research (3) Pre: 1014, (1016 or ENGL 1106)
- COMM 2024* Media Writing (3) Pre: 1014
- COMM 2034* Visual Media (3) Pre: 1014
- COMM 2084* Media Institutions

II. MAJOR-SPECIFIC COURSES (15 HOURS)

Required 4 courses:

- COMM 2044 Principles of Public Relations (3) Pre: 1014
- COMM 3144 Writing and Editing for PR (3) Pre: 2024
- COMM 4054 Public Relations Case Studies (3) Pre: 2044
- COMM 4304 Public Relations Campaigns (3) Pre: 2124, 3144, 4054

Select 1 course from the following:

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| <input type="checkbox"/> COMM 3064 Persuasion (3) Pre: 1016 or ENGL 1106
<input type="checkbox"/> COMM 3124 Interpersonal Communication (3)
Pre: jr. standing
<input type="checkbox"/> COMM 3134 Public Advocacy (3) Pre: 1016 or 2004
<input type="checkbox"/> COMM/PSCI 3244 Political Communication (3)
Pre: PSCI 1014 or 1024 | <input type="checkbox"/> COMM 3074 Persuasive Public Speaking (3)
Pre: 1016 or 2004
<input type="checkbox"/> COMM 4074 Organizational Communication (3)
Pre: senior standing
<input type="checkbox"/> COMM 4364 Issue Management in PR (3) Pre: 2044
<input type="checkbox"/> COMM 4974 Independent Study (Internship) (3)
<input type="checkbox"/> COMM 4994 Undergraduate Research (3) |
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III. CULMINATING COURSES (6 HOURS)

Required courses for all majors, including *Core Degree Requirements**:

- COMM 4024* Communication Law (3) Pre: sr. standing
- COMM 4404* Communication Capstone (3) Pre: sr. standing

**Core Degree Requirements* -- 21 total hours common to all COMM students,
across all COMM majors

COMM hours: 42
LAHS hours: 3
TOTAL hours: 45

IV. UNIVERSITY CURRICULUM FOR LIBERAL EDUCATION (CLE)

Although courses taken in the CLE may also fulfill major or minor requirements, COMM majors are encouraged to broaden their education by sampling courses from many disciplines.

Area 1	Writing and Discourse COMM 1015 & COMM 1016 (Note: ENGL 1105-1106 for students transferring into the major after the freshman year)	(6 hours)	(3)_____	(3)_____
Area 2	Ideas, Cultural Traditions, and Values Select 2 courses from CLE	(6 hours)	(3)_____	(3)_____
Area 3	Society and Human Behavior COMM 1014 and 1 other course from CLE	(6 hours)	(3)_____	(3)_____
Area 4	Scientific Reasoning and Discovery Select 2 courses from CLE	(6 hours)	(3)_____	(3)_____
Area 5	Quantitative and Symbolic Reasoning Select 2 courses from CLE	(6 hours)	(3)_____	(3)_____
Area 6	Creativity and Aesthetic Experience Select 1 3-credit course from CLE	(3 hours)	(3)_____	
Area 7	Critical issues in a Global Context Select 1 course from CLE	(3 hours)	(3)_____	

CLE Hours: 36

V. ELECTIVES

In addition to Major, CLE, and FYE requirements, students must complete a minimum of 39 hours of free electives to reach the 120 hours they need to graduate. Students should plan carefully for a double major, a minor or cognate, education abroad, an internship, a field study, undergraduate research, independent study, or non-required CLE or foreign language courses.

Elective Hours: 39

GRADUATION REQUIREMENTS

1. Minimum of 120 semester hours from the following categories:
 - I. COMM Foundation & Development
 - II. PR Major requirements
 - III. Capstone course
 - IV. Curriculum for Liberal Education
 - V. Electives

Total hours for graduation: 120

2. Minimum of 42 hours in COMM
Maximum 51 COMM hours; COMM courses beyond 51 hours will not count toward graduation.
3. Overall GPA of 2.0; COMM GPA 2.0
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. COMM courses taken for a minor may NOT be counted toward major requirements.
6. **Foreign Language** -- Requirement can be met in one of three ways:
 - 3 years of single foreign language in high school OR
 - 2 years of a single language in high school plus 1106 or equivalent in college OR
 - 1105-1106 or equivalent in college (This credit must be in addition to the 120 credits for graduation.)

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion 2124 no later than the 72nd hour.
- Overall GPA -- Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- COMM GPA -- Students who fall below 2.0 in COMM will have one semester to regain the required GPA standards. All COMM courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in the major.