

COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
PUBLIC RELATIONS MAJOR (PR)
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2017
DEPARTMENT OF COMMUNICATION

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

I. COMM Foundation & Development	22 hours	IV. CLE requirements	36 hours
II. PR Major requirements	18 hours	V. Minor + Electives	<u>38 hours</u>
III. Culminating courses	<u>6 hours</u>		
Subtotal:	46 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 (22 HOURS)

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

- ___ COMM 1004 First Semester Experience in Communication (1)
- ___ 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 (18 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 2 courses from the following:

- ___ COMM 1114 Introduction to Media Production Technology (3)
- ___ COMM 3064 Persuasion (3) Pre: 1016 or ENGL 1106
- ___ COMM 3124 Interpersonal Communication (3) Pre: junior standing
- ___ COMM 3134 Public Advocacy (3) Pre: 1016 or 2004
- ___ COMM/PSCI 3244 Political Communication (3) Pre: PSCI 1014 or 1024
- ___ COMM 3304 Topics in Sports Communication (3) Pre: 1014
- ___ COMM 4014 Media Effects (3) Pre: senior standing
- ___ COMM 4074 Organizational Communication (3) Pre: senior standing
- ___ COMM 4264 Social Media Theory and Practice (3) Pre: 2034
- ___ COMM 4364 Issue Management in PR (3) Pre: 2044
- ___ COMM 4374 New Communications Technology (3) Pre: 2084 or 4014
- ___ COMM 4414 Public Relations Standards and Practices (3) Pre: 4304, senior standing
- ___ COMM 4974 Independent Study (Internship) (3)
- ___ COMM 4994 Undergraduate Research (3)

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 majors.

TOTAL hours: 46

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. MINOR + ELECTIVES

In addition to Major and CLE requirements, students must complete the following to reach 120 hours for graduation:

1. **Minor, cognate or double major** -- Outside of the major, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 hours) or double major (varies by major)
2. **Free electives** -- Once students complete a minor or cognate, they still have 20 hours they will use toward graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required CLE or foreign language courses.

Minor and Elective Hours: 38

GRADUATION REQUIREMENTS

1. Minimum of 120 semester hours from the following categories:

I. COMM Foundation & Development	IV. Curriculum for Liberal Education
II. PR Major requirements	V. Minor + Electives
III. Capstone course	
2. Minimum of 42 hours in COMM
Maximum 51 COMM hours; COMM courses beyond 54 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.)

Total hours for graduation: 120

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.