

**COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION (BACOM)**  
**PUBLIC RELATIONS MAJOR (PR)**  
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2019  
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	<u>24 hours</u>	V. Minor + Electives	<u>38 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 22 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)**

**Core Degree Requirements -- Required courses across all COMM majors:**

- \_\_\_ COMM 1004 First Semester Experience in Communication (1)
- \_\_\_ COMM 1014 Introduction to Communication Studies (3)
- \_\_\_ COMM 1015 Communication Skills I (3)
- \_\_\_ COMM 1016 Communication Skills II (3)
- Note: Alternative to 1015-16 for transfer students entering the major after freshman year:
- \_\_\_ COMM 2004 Public Speaking (3)
- \_\_\_ COMM elective (3)
- \_\_\_ COMM 2024 Media Writing (3) Pre: 1014
- \_\_\_ COMM 2034 Visual Media (3) Pre: 1014
- \_\_\_ COMM 2084 Media and Society (3)
- \_\_\_ COMM 2124 Intro to Communication Research (3) Pre: 1014, (1016 or ENGL 1106)

**II. MAJOR-SPECIFIC COURSES (24 HOURS)**

**Required 5 courses:**

- \_\_\_ COMM 2044 Principles of Public Relations (3) Pre: 1014
- \_\_\_ COMM 3014 Public Relations Cases (3) Pre: 2044, 2124
- \_\_\_ COMM 3144 Writing and Editing for PR (3) Pre: 2024
- \_\_\_ COMM 4304 Public Relations Campaigns (3) Pre: 2124, 3014, 3144
- \_\_\_ COMM 4024 Communication Law (3) Pre: senior standing

**Select 3 courses from the following:**

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>___ COMM 1114 Intro Media Production Tech. (3)</li> <li>___ COMM 3064 Persuasion (3) Pre: 1014</li> <li>___ COMM 3084 Adv. PR Research Methods (3) Pre: 2044, 2124</li> <li>___ COMM 3124 Interpersonal Communication (3) Pre: junior standing</li> <li>___ COMM 3134 Public Advocacy (3) Pre: 1016 or 2004</li> <li>___ COMM 3244 (PSCI 3244) Political Communication (3) Pre: PSCI 1014 or 1024</li> <li>___ COMM 3254 (PSCI 3254) Media and Politics (3) Pre: jr. standing</li> <li>___ COMM 3304 Topics in Sports Comm. (3) Pre: 1014</li> <li>___ COMM 3324 Corporate Comm. (3) Pre: 2044</li> <li>___ COMM 3334 PR and Corporate Social Responsibility (3) Pre: 2044</li> <li>___ COMM 4014 Media Effects (3) Pre: senior standing</li> </ul> | <ul style="list-style-type: none"> <li>___ COMM 4044 International Communication (3) Pre: senior standing</li> <li>___ COMM 4074 Organizational Communication (3) Pre: senior standing</li> <li>___ COMM 4164 PR Administration (3) Pre: 3014</li> <li>___ COMM 4264 Social Media Theory &amp; Practice (3) Pre: 2034</li> <li>___ COMM 4324 Issues in Health Communication (3) Pre: senior standing</li> <li>___ COMM 4334 Comm. Ethics (3) Pre: senior standing</li> <li>___ COMM 4364 Issue Management in PR (3) Pre: 2044</li> <li>___ COMM 4374 New Communications Technology (3) Pre: 2084 or 4014</li> <li>___ COMM 4414 Public Relations Standards and Practices (3) Pre: 4304, senior standing</li> <li>___ COMM 4974 Independent Study (Internship) (1-19)</li> <li>___ COMM 4994 Undergraduate Research (1-19)</li> </ul> |
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**Total COMM hours: 46**

**Prerequisites:** Some courses listed on this checksheet have prerequisites. Be sure to consult the University Catalog and/or check with your advisor.

**III. UNIVERSITY CURRICULUM FOR LIBERAL EDUCATION (CLE)**

COMM majors are encouraged to broaden their education by sampling courses from many disciplines.

Area 1	Writing and Discourse Select 2 courses from CLE	(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 Select 2 courses 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**

**IV. 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** -- Beyond studies in communication, 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). Students should not take COMM courses as part of this requirement.
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 | III. Curriculum for Liberal Education |
| II. PR Major requirements        | IV. Minor + Electives                 |

**Total hours for graduation: 120**

2. Minimum of 46 hours in COMM  
Maximum 58 COMM hours; COMM courses beyond 58 hours will not count toward graduation.
3. Overall GPA of 2.0; COMM GPA 2.0, based on all COMM courses the student has completed.
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 72<sup>nd</sup> 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 PR.