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 |
| II. PR Major requirements              | 46 hours |
| IV. CLE requirements                   | 36 hours |
| V. Minor + Electives                   | 38 hours |
| Subtotal:                              | 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 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:
- COMM 1114 Intro Media Production Tech. (3)
- COMM 3064 Persuasion (3) Pre: 1014
- COMM 3084 Adv. PR Research Methods (3) Pre: 2044, 2124
- COMM 3124 Interpersonal Communication (3) Pre: junior standing
- COMM 3134 Public Advocacy (3) Pre: 1016 or 2004
- COMM 3244 (PSCI 3244) Political Communication (3) Pre: PSCI 1014 or 1024
- COMM 3254 (PSCI 3254) Media and Politics (3) Pre: jr. standing
- COMM 3304 Topics in Sports Comm. (3) Pre: 1014
- COMM 3324 Corporate Comm. (3) Pre: 2044
- COMM 3334 PR and Corporate Social Responsibility (3) Pre: 2044
- COMM 4014 Media Effects (3) Pre: senior standing
- COMM 4044 International Communication (3) Pre: senior standing
- COMM 4074 Organizational Communication (3) Pre: senior standing
- COMM 4164 PR Administration (3) Pre: 3014
- COMM 4264 Social Media Theory & Practice (3) Pre: 2034
- COMM 4324 Issues in Health Communication (3) Pre: senior standing
- COMM 4334 Comm. Ethics (3) Pre: senior standing
- 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: 4204, senior standing
- COMM 4974 Independent Study (Internship) (1-19)
- COMM 4994 Undergraduate Research (1-19)

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.

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<thead>
<tr>
<th>Area</th>
<th>Course Title</th>
<th>Hours</th>
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<tr>
<td>1</td>
<td>Writing and Discourse</td>
<td>6</td>
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<td>Select 2 courses from CLE</td>
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<td>2</td>
<td>Ideas, Cultural Traditions, and Values</td>
<td>6</td>
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<td>Select 2 courses from CLE</td>
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<td>3</td>
<td>Society and Human Behavior</td>
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<td>Select 2 courses from CLE</td>
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<td>4</td>
<td>Scientific Reasoning and Discovery</td>
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<td>Select 2 courses from CLE</td>
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<td>5</td>
<td>Quantitative and Symbolic Reasoning</td>
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<td>Select 2 courses from CLE</td>
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<td>6</td>
<td>Creativity and Aesthetic Experience</td>
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<td>Select 1 3-credit course from CLE</td>
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<td>7</td>
<td>Critical issues in a Global Context</td>
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<td></td>
<td>Select 1 course from CLE</td>
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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
   II. PR Major requirements
   III. Curriculum for Liberal Education
   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 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 PR.