COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION
PUBLIC RELATIONS MAJOR (PR)
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2018
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 24 hours
IV. CLE requirements V. Minor or Electives 36 hours 38 hours
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 2124 Intro to Communication Research (3) Pre: 1014, (1016 or ENGL 1106)
COMM 2084 Media and Society (3)

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: 4304, 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)

Area 1  Writing and Discourse  (6 hours)  (3)  (3)
Select 2 courses from CLE

Area 2  Ideas, Cultural Traditions, and Values  (6 hours)  (3)  (3)
Select 2 courses from CLE

Area 3  Society and Human Behavior  (6 hours)  (3)  (3)
Select 2 courses from CLE

Area 4  Scientific Reasoning and Discovery  (6 hours)  (3)  (3)
Select 2 courses from CLE

Area 5  Quantitative and Symbolic Reasoning  (6 hours)  (3)  (3)
Select 2 courses from CLE

Area 6  Creativity and Aesthetic Experience  (3 hours)  (3)
Select 1 3-credit course from CLE

Area 7  Critical Issues in a Global Context  (3 hours)  (3)
Select 1 course from CLE

**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

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 credit 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.