

**COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES**  
**BACHELOR OF ARTS IN COMMUNICATION (BACOM)**  
**PUBLIC RELATIONS MAJOR (PR)**  
CHECKSHEET FOR STUDENTS GRADUATING IN CALENDAR YEAR 2020  
DEPARTMENT OF COMMUNICATION

The Public Relations Major requires 120 hours for graduation. The curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major Electives, Curriculum for Liberal Education, Minor and Electives.

**MAJOR REQUIREMENTS (I-III)**

Public Relations Majors take 21 hours in Core Degree Requirements and 27 hours in courses specific to the major. See reverse for other requirements and "progress to degree" criteria. Only Communication (COMM) courses can meet degree requirements.

**I. CORE DEGREE REQUIREMENTS (21 HOURS)—Required courses across all majors in Communication:**

- \_\_\_ COMM 1014 Introduction to Communication (3)
- \_\_\_ COMM 2024 Media Writing (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- \_\_\_ COMM 2034 Visual Media (3) Pre: 1016 or ENGL 1106 or ENGL 1204H
- \_\_\_ COMM 2084 Media and Society (3)
- \_\_\_ COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- \_\_\_ COMM 3064 Persuasion (3) Junior standing. Pre: 1014
- \_\_\_ COMM 4024 Communication Law (3) Pre: Senior standing.

**II. MAJOR REQUIREMENTS (21 HOURS)—7 required courses for PR Majors:**

- \_\_\_ 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) Pre: Sophomore standing. \_\_\_ COMM elective (3) (from course in III)
- \_\_\_ COMM 2044 Principles of Public Relations (3)
- \_\_\_ COMM 3014 Public Relations Cases (3) Pre: 2044
- \_\_\_ COMM 3144 Writing and Editing for Public Relations (3) Pre: 2024
- \_\_\_ COMM 4304 Public Relations Campaigns (3) Pre: 2124, 3014, 3144
- \_\_\_ COMM 4414 Public Relations Standards and Practices (3) Senior standing. Pre: 2044

**III. MAJOR ELECTIVES (6 HOURS)—Earn 3 credit hours from courses in each column:**

**Management/strategic topics**

- \_\_\_ COMM 3084 Advanced Public Relations Research Methods (3) Pre: 2044, 2124
- \_\_\_ COMM 3124 Interpersonal Communication (3) Pre: Junior standing.
- \_\_\_ COMM 3334 Public Relations and Corporate Social Responsibility (3) Pre: 2044
- \_\_\_ COMM 4164 Public Relations Administration (3) Pre: 2044
- \_\_\_ COMM 4264 Social Media Theory & Practice (3) Pre: 2034
- \_\_\_ COMM 4364 Issue Management in Public Relations (3) Pre: Junior standing.

**Specialized public relations contexts**

- \_\_\_ COMM 3324 Corporate Communication (3) Pre: Junior standing.
- \_\_\_ COMM 4044 (IS 4044) International Communication (3) Pre: Senior standing.
- \_\_\_ COMM 4074 Organizational Communication (3) Pre: Senior standing.
- \_\_\_ COMM 4974 Independent Study (Internship) (3)
- \_\_\_ COMM 4994 Undergraduate Research (3)

**Total COMM hours: 48**

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



#### **IV. UNIVERSITY CURRICULUM FOR LIBERAL EDUCATION (CLE)**

Public Relations Majors are encouraged to broaden their education by sampling courses from many disciplines. Courses taken to meet Core Degree Requirements (see reverse) cannot double-count in the 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**

#### **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**—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 (hours 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 need 18 hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required CLE or foreign language courses. Students **should NOT** include COMM courses among these free electives.

**Minor and elective hours: 36**

#### **GRADUATION REQUIREMENTS**

1. Minimum of 120 semester hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Curriculum for Liberal Education, Minor and Electives.

**Total hours for graduation: 120**

2. Minimum of 48 hours in COMM.

**Note:** Accreditation standards require Public Relations Majors to complete **72 hours outside COMM**.

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 hours required for graduation.)

#### **PROGRESS TOWARD DEGREE**

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

- Completion of COMM 1014 within the first 6 classes (18 hours) in the major. Minimum grade of 70% (C-) required.
- Completion of COMM 2124 within the first 8 classes (24 hours) in the major.
- 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 or another COMM major.

In accordance with SCHEV requirements, a course may not be used to satisfy both a common degree core and general education (i.e., CLE or Pathways) requirements.