

**COLLEGE OF LIBERAL ARTS AND HUMAN SCIENCES
BACHELOR OF ARTS IN COMMUNICATION (BACOM)
PUBLIC RELATIONS MAJOR (PR)**

CHECKSHEET FOR STUDENTS DATE OF ENTRY UNDER UNDERGRADUATE CATALOG 2021-2022
SCHOOL OF COMMUNICATION

The Public Relations Major requires 120 credits for graduation. The curriculum includes the following elements: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.

MAJOR REQUIREMENTS (I-III)

Public Relations Majors take 22 credits in Core Degree Requirements and 24 credits in courses specific to the major. See reverse for other requirements and “progress to degree” criteria. Only COMM, JMC, and PR courses can meet degree requirements.

I. CORE DEGREE REQUIREMENTS (22 credits)—Required courses across all majors in the School of Communication:

- COMM 1004 First Semester Experience in Communication (1)
- 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) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 2084 Media and Society (3)
- COMM 2094 Communication and Issues of Diversity (3). Pre: 1016 or ENGL 1106
- COMM 2124 Introduction to Communication Research (3) Sophomore standing. Pre: 1016 or ENGL 1106 or ENGL 1204H
- COMM 4024 Communication Law (3) Pre: Senior standing.

II. MAJOR REQUIREMENTS (21 credits)—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 2014 Speech Communication (3)
- PR 2044 Principles of Public Relations (3)
- PR 3014 Public Relations Cases (3) Pre: 2044
- PR 3144 Writing and Editing for Public Relations (3) Pre: COMM2024
- PR 4304 Public Relations Campaigns (3) Pre: 2124, 3014, 3144
- PR 4414 Public Relations Standards and Practices (3) Senior standing. Pre: 2044

III. MAJOR ELECTIVES (3 credits)—Select 1 course:

- JMC 1114 Introduction to Media Production Technology (3)
- PR 3084 Advanced Public Relations Research Methods (3) Pre: 2044, COMM 2124
- PR 3324 Corporate Communication (3) Pre: Junior standing.
- PR 3334 Public Relations and Corporate Social Responsibility (3) Pre: 2044
- PR 3344 Public Relations and Sports (3)
- JMC 4044 (IS 4044) International Communication (3) Pre: Senior standing.
- JMC 4064 Social Media Analytics (3) Pre: COMM2124
- PR 4074 Organizational Communication (3) Pre: Senior standing.
- PR 4164 Public Relations Administration (3) Pre: 2044
- PR 4364 Issue Management in Public Relations (3) Pre: Junior standing.
- JMC 4264 Social Media Theory and Practice (3)
- COMM 4974 Independent Study (Internship) (3)
- COMM 4994 Undergraduate Research (3)

Total major credits: 46

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

IV. PATHWAYS TO GENERAL EDUCATION (45 credits)

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 Pathways.

Pathways Core 1 Discourse Select 3 courses	(9 credits)	(3) 1f _____	(3) 1f _____	(3) 1a _____
Pathways Core 2 Critical Thinking in the Humanities Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 3 Reasoning in the Social Sciences Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 4 Reasoning in the Natural Sciences Select 2 courses	(6 credits)	(3) _____	(3) _____	
Pathways Core 5 Quantitative & Computational Thinking Select 3 courses	(9 credits)	(3) 5f _____	(3) 5f _____	(3) 5a _____
Pathways Core 6 Critique & Practice in Design & Art Select 2 courses	(6 credits)	(3) 6a _____	(3) 6d _____	
Pathways Core 7 Critical Analysis of Identity & Equity in U.S. Select 1 course	(3 credits)	(3) _____		

Pathways credits: 45

V. MINOR + ELECTIVES (29 credits)

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

1. **Minor, cognate, or double major**—*Beyond* studies in Communication and Public Relations, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major). Students **should NOT take COMM, JMC, or PR courses** as part of this requirement.
2. **Electives**—Once students complete a minor or cognate, they still need hours for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, or other non-required Pathways or foreign language courses. Students **should NOT include COMM, JMC, or PR courses** among these electives.

Minor and elective credits: 29

Total credits for graduation: 120

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours from the following categories: Core Degree Requirements, Major Requirements, Major Electives, Pathways to General Education, Minor and Electives.
2. Minimum of 46 credits in ADV, COMM, JMC, or PR; Minimum of 72 credits outside ADV, COMM, JMC or PR.
Note: Accreditation standards require Public Relations Majors to complete at least 72 hours outside ADV, COMM, JMC or PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all COMM, JMC, or PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. COMM, JMC, or PR 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 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 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 1014 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) 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.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All COMM, JMC, and PR 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 School of Communication major.