SCHOOL OF COMMUNICATION 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 2022-2023

The Public Relations Major requires 120 credits for graduation. The curriculum includes 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 ADV, COMM, JMC, and PR courses can meet degree requirements.

<u>I.</u>	CORE DEGREE REQUIREMENTS (22 credits)—Required across all majors for a BA in
	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 COMM 1015-16 for transfer students entering the major after freshman year:
	COMM 2004 Public Speaking (3) Pre: Sophomore standingCOMM 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: COMM 2024
	_PR 4304 Public Relations Campaigns (3) Pre: 2124, 3014, 3144
_	PR 4414 Public Relations Standards and Practices (3) Senior standing. Pre: 2044
III	I. MAJOR ELECTIVES (3 credits)—Select 1 course:
	JMC 1114 Introduction to Media Production Technology (3)
	_PR 3034 (ADV 3034) Topics in Public Relations and Advertising (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: COMM 2124
_	_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	(9 credits) (3) 1f	_(3)1f	(3)1a
Select 3 courses			
Pathways Core 2 Critical Thinking in the Humanities	(6 credits)	(3)	(3)
Select 2 courses			
Pathways Core 3 Reasoning in the Social Sciences	(6 credits)	(3)	(3)
Select 2 courses			
Pathways Core 4 Reasoning in the Natural Sciences	(6 credits)	(3)	(3)
Select 2 courses			
Pathways Core 5 Quantitative & Computational Thinking	(9 credits) (3) 5f	_(3)5f	(3)5a
Select 3 courses			
Pathways Core 6 Critique & Practice in Design & Art	(6 credits)	(3)6a	(3)6d
Select 2 courses			
Pathways Core 7 Critical Analysis of Identity & Equity in U.S.	(3 credits)	(3)	
Select 1 course			

Pathways credits: 45

V. MINOR + ELECTIVES (29 credits)

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

- 1. **Minor, cognate, or double major**—<u>Beyond</u> 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).
- 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 ADV, 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 72 credits outside ADV, COMM, JMC, or PR.
- 3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, 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. ADV, 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 <u>OR</u>
 - 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 ADV, 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.