

# COMMUNICATION (BA) - PUBLIC RELATIONS TRACK

## Program Map

Course	Title	Credit Hours
<b>First Year</b>		
<b>Fall</b>		
ENGL 1101	English Composition I (minimum grade of C)	3
Select one of the following:		3
MATH 1001	Quantitative Skills and Reasoning (or higher)	
MATH 1101	Introduction to Mathematical Modeling (or higher)	
COMM 2137 or COMM 2105	Introduction to Mass Communication or Interpersonal Communication	3
Social Science	Behavioral Science Course	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
<b>Credit Hours</b>		<b>15</b>
<b>Spring</b>		
ENGL 1102	English Composition II (minimum grade of C)	3
Institutional Priorities	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
COMM 2136	Group Communication	3
Technology, Mathematics, and Science	Lab Science Course	4
Institutional Priorities	COMM 1110 Public Speaking or foreign language 1001, 1002, 2001, 2002. COMM 1110 is the recommended choice for Communication majors.	3
<b>Credit Hours</b>		<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
POLS 1101	American Government	3
Technology, Mathematics, and Science	Math/Science/Tech (preferred course is CPSC 1105 Introduction to Information Technology)	3
Select one of the following:		3
COMM 2105	Interpersonal Communication	
COMM 2545	Selected Topics in Communication	
Art, Humanities, and Ethics	Humanities Course	3
Art, Humanities, and Ethics	Fine Arts Course	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
<b>Credit Hours</b>		<b>17</b>

<b>Spring</b>		
FL 1002	Foreign Language 1002	3
Technology, Mathematics, and Science	Non-lab Science	3
Select one of the following:		3
COMM 2545	Selected Topics in Communication	
Remaining COMM Elective <sup>1</sup>		
COMM 3256 or COMM 3255	Communication Theories or Quantitative Communication Research	3
COMM 3242	Writing for Media	3
<b>Credit Hours</b>		<b>15</b>

<b>Third Year</b>		
<b>Fall</b>		
FL 2001	Foreign Language 2001	3
COMM 3235	Interactive Media Production	3
COMM 3141	Introduction to Public Relations	3
COMM 4108	Social and Digital Media Writing	3
Social Science	World Culture Class	3
<b>Credit Hours</b>		<b>15</b>

<b>Spring</b>		
MGMT 3115 or MKTG 3115	Principles of Management or Principles of Marketing	3
COMM 3698	Junior Internship (recommended Area I course)	3
COMM 3257	Video Production I	3
COMM 4143	Strategic Media Writing	3
Health and Wellness	PEDS Course	1
General Elective <sup>2</sup>		3
<b>Credit Hours</b>		<b>16</b>

<b>Fourth Year</b>		
<b>Fall</b>		
COMM 4142	Public Relations Campaigns	3
COMM 3157 or COMM 3256	Qualitative Communication Research or Communication Theories	3
COMM 4257 or COMM 4259	Video Production II or Integrated Web Design	3
COMM 4116	Communication Ethics	3
General Elective <sup>2</sup>		3
<b>Credit Hours</b>		<b>15</b>

<b>Spring</b>		
COMM 4698	Senior Internship (recommended Area I course)	3
COMM 3125	Modern Media and Culture	3
COMM 4141	Public Relations Management	3
General Elective <sup>2</sup>		3
General Elective <sup>2,3</sup>		3
COMM 4000	Communication Exit Assessment	0
<b>Credit Hours</b>		<b>15</b>

**Total Credit Hours 123**

<sup>1</sup> GFA 1000 Introduction to On-Set Film Production is a 6-credit course. (Could be used for a certificate in Film Production, or an Associate of Arts degree in Film Production.)

<sup>2</sup> Note on general elective: This could be used for a minor.

<sup>3</sup> GFA 4000 Film, Television, and Digital Entertainment Internship/Apprenticeship is a 6-credit course. (Could be used for a certificate in Film Production, or an Associate of Arts degree in Film Production.)

- A 2.5 GPA is required in all major classes.