

# COMMUNICATION (BA) - PUBLIC RELATIONS TRACK

## Program of Study

Code	Title	Credit Hours
<b>Core IMPACTS Area : Institutional Priorities <sup>1</sup></b>		<b>4-5</b>
Choose one of the following communication options		3
COMM 1110	Public Speaking	
Foreign Language Course Options		
AMSL, ARAB, CHIN, FREN, GERM, GREK, ITAL, JAPN, KREN, LATIN, PORT, SPAN - 1001, 1002, 2001, 2002; SWAH - 1001, 1002.		
Take one of the following courses		1-2
ITDS 1779	Scholarship Across the Disciplines	
LEAD 1705	Introduction to Servant Leadership	
PERS 1506	Perspectives 1-hour	
PERS 1507	Perspectives 2-hour	
<b>Core IMPACTS Area : Mathematics &amp; Quantitative Skills <sup>1</sup></b>		<b>3-7</b>
DATA 1501	Introduction to Data Science	3
MATH 1001	Quantitative Skills and Reasoning	3
MATH 1101	Introduction to Mathematical Modeling	3
MATH 1111	College Algebra	3
MATH 1113	Pre-Calculus	4
MATH 1125	Applied Calculus	3
MATH 1131	Calculus with Analytic Geometry I	4
MATH 1132	Calculus with Analytic Geometry II	4
MATH 1165	Computer-Assisted Problem Solving	3
MATH 1401	Introduction to Statistics	3
MATH 1501	Calculus I	4
MATH 2125	Introduction to Discrete Mathematics	3
STAT 1401	Elementary Statistics	3
<b>Core IMPACTS Area : Political Science and U.S. History</b>		<b>6</b>
HIST 2111	U. S. History to 1865	3
	or HIST 2112 U. S. History since 1865	
POLS 1101	American Government	3
<b>Core IMPACTS Area : Arts, Humanities, and Ethics</b>		<b>6</b>
Select one Fine Arts course		3
ARTH 1100	Art Appreciation	
ARTH 2125	Introduction to the History of Art I– Prehistoric through Gothic	
ARTH 2126	Introduction to the History of Art II– Renaissance through Modern	
MUSC 1100	Music Appreciation	
THEA 1100	Theatre Appreciation	
ITDS 1145	Comparative Arts <sup>2</sup>	
Select one Humanities course		3
ENGL 2111	World Literature I	
ENGL 2112	World Literature II	
ITDS 1155	The Western Intellectual Tradition	
ITDS 1774	Introduction to Digital Humanities	
PHIL 2010	Introduction to Philosophy	

ITDS 1145	Comparative Arts <sup>2</sup>	
<b>Core IMPACTS Area : Communicating in Writing</b>		<b>6</b>
ENGL 1101	English Composition I	3
ENGL 1102	English Composition II	3
<b>Core IMPACTS Area : Technology, Mathematics, and Sciences <sup>1,3</sup></b>		<b>7-11</b>
ANTH 1145	Human Origins	3
ASTR 1105	Descriptive Astronomy: The Solar System	3
ASTR 1106	Descriptive Astronomy: Stars and Galaxies	3
ASTR 1305	Descriptive Astronomy Lab	1
ATSC 1112	Understanding the Weather	3
ATSC 1112L	Understanding the Weather Lab	1
BIOL 1125	Contemporary Issues in Biology Non-Lab	3
BIOL 1215K	Introductory Biology	4
BIOL 1225K	Contemporary Issues in Biology with Lab	4
CHEM 1151 & 1151L	Survey of Chemistry I and Survey of Chemistry I Lab	4
CHEM 1152 & 1152L	Survey of Chemistry II and Survey of Chemistry II Lab	4
CHEM 1211 & 1211L	Principles of Chemistry I and Principles of Chemistry I Lab	4
CHEM 1212 & 1212L	Principles of Chemistry II and Principles of Chemistry II Lab	4
CPSC 1105	Introduction to Computing Principles and Technology	3
CPSC 1301K	Computer Science I	4
ENVS 1105	Environmental Studies	3
ENVS 1105L	Environmental Studies Laboratory	1
ENVS 1205K	Sustainability and the Environment	4
GEOG 2215	Introduction to the Geographic Information Systems	3
GEOL 1110	Natural Disasters: Our Hazardous Environment	3
GEOL 1121	Introductory Geoscience I: Physical Geology	3
GEOL 1121L	Introductory Geoscience I: Physical Geology Lab	1
GEOL 1122	Introductory Geo-sciences II: Historical Geology	3
GEOL 1322	Introductory Geo-sciences II: Historical Geology Lab	1
GEOL 2225	The Fossil Record	4
PHYS 1111 & PHYS 1311	Introductory Physics I and Introductory Physics I Lab	4
PHYS 1112 & PHYS 1312	Introductory Physics II and Introductory Physics II Lab	4
PHYS 1125	Physics of Color and Sound	3
PHYS 1325	Physics of Color and Sound Lab	1
PHYS 2211 & PHYS 2311	Principles of Physics I and Principles of Physics I Lab	4
PHYS 2212 & PHYS 2312	Principles of Physics II and Principles of Physics II Lab	4
<b>Core IMPACTS Area : Social Sciences</b>		<b>6</b>
Select one Behavioral Science course		
ECON 2105	Principles of Macroeconomics	
ECON 2106	Principles of Microeconomics	
PHIL 2030	Moral Philosophy	
PSYC 1101	Introduction to General Psychology	
SOCI 1101	Introduction to Sociology	

Select one World Cultures course	3	COMM 3256	Communication Theories	3
ANTH 1107	Discovering Archaeology	COMM 4000	Communication Exit Assessment	0
ANTH 1105	Cultural Anthropology	Select one of the following		3
ANTH 2105	Ancient World Civilizations	COMM 4116	Communication Ethics	
ANTH 2136	Language and Culture	COMM 4125	Free Speech and Free Expression	
ENGL 2136	Language and Culture	Select one of the following:		3
GEOG 1101	World Regional Geography	COMM 3157	Qualitative Communication Research	
HIST 1111	World History to 1500	COMM 3255	Quantitative Communication Research	
HIST 1112	World History since 1500	Media Production Requirements		
ITDS 1156	Understanding Non-Western Cultures	COMM 3235	Interactive Media Production	3
<b>Core IMPACTS Total Hours</b>	<b>42</b>	COMM 3257	Video Production I	3
<b>Health and Wellness</b>	<b>3</b>	Required for the Major -- Writing Requirements		
KINS 1106	Lifetime Wellness	COMM 3242	Writing for Media	3
or PHED 1205	Concepts of Fitness	COMM 4108	Social and Digital Media Writing	3
Select one of the following	1	COMM 4143	Strategic Media Writing	3
Any PEDS course		Public Relations Requirements		
MUSC 1206	Body Mapping (Music Majors Only)	COMM 3141	Introduction to Public Relations	3
		COMM 4141	Public Relations Management	3
		COMM 4142	Public Relations Campaigns	3
		Required for the Major Total		33
		<b>Major Electives -- 9 hrs</b>		
		Media Production		3
		Select one of the following:		
		COMM 4257	Video Production II	
		COMM 4259	Integrated Web Design	
		Public Relations Electives		3
		Select one of the following:		
		COMM 3236	Video Editing	
		COMM 3240	Podcasting 1	
		COMM 3125	Modern Media and Culture	
		COMM 3135	Persuasion	
		COMM 3146	Political Communication	
		COMM 4125	Free Speech and Free Expression (If not used in Required for the Major)	
		COMM 4135	Crisis Communication	
		COMM 4145	Organizational Communication	
		COMM 4147	Advertising Campaigns	
		Non-program Electives:		3
		Select one of the following:		
		MGMT 3115	Principles of Management	
		MKTG 3115	Principles of Marketing	
		Major Electives Total		9
		<b>General Electives -- 18 hrs</b>		<b>18</b>
		Select any 1000 level or above courses. Suggested options are COMM and GFA courses. A Grade of C or better is required for all GFA courses.		
		General Electives Total		18
		<b>Total Credit Hours</b>		<b>123</b>

## Major Requirements

Code	Title	Credit Hours
<b>Core Requirements</b>		
Complete the core requirements for this program		45
Core Total		45
<b>Field of Study Requirements -- 18 hrs</b>		
Select nine credits from the following (You can select one of the GFA course options and a Grade of C or better is required for all GFA courses.)		9
GFA 1000	Introduction to On-Set Film Production	
GFA 1040	Intro to Film & TV Post-Production	
GFA 1500	Introduction to Digital Entertainment, Esports, & Game Development	
COMM 2105	Interpersonal Communication	
COMM 2115	Intercultural Communication	
COMM 2136	Group Communication	
COMM 2137	Introduction to Mass Communication	
Select one of the following:		3
COMM 2545	Selected Topics in Communication	
Foreign Language 2002		
Take the following two courses:		
Foreign Language 1002		3
Foreign Language 2001		3
Field of Study Requirements Total		18
<b>Required for the Major: 33 hrs</b>		
Theory & General Concepts		