

## B.A. COMMUNICATION STUDIES: PUBLIC RELATIONS & Epley Undergraduate Certificate in International Public Relations

(For all Pre-Communication majors as of August 15, 2011 and after)

The Bachelor of Arts in Communication Studies is a 54 hour program. All students will complete 24 hours of core requirements and 30 hours of track requirements. In addition to the 54 hours of coursework, students must also satisfy the departmental foreign language requirement. Courses taken to meet core requirements cannot be used as track requirements, electives, or related coursework. Pre-Communication status is the major status declared by students prior to qualifying to declare Communication Studies as their major. Pre-Communication status allows students to register for the introductory courses of COMM 1101 (Public Speaking), COMM 2100 (Introduction to Communication Theory), JOUR 2100 (Language Craft), and JOUR 2160 (Introduction to Journalism).

### Introductory Requirements

Course	Description	Credit Hours	Prerequisites	Grades
COMM 1101	Public Speaking	3		
COMM 2100	Introduction to Communication Theory <i>*Students may only repeat this course once</i>	3		
STAT 1222 or 1220	Introduction to Statistics	3	MATH 1100	

Students must earn a "C" or higher in the courses listed above.

### Foreign Language Requirement

	Credit Hours	Prerequisites	Grades
2000-level course in a language that uses the Latin alphabet <b>OR</b> 1202-level course in a language that does not use the Latin alphabet  *SPAN 2209 and FREN 2209 cannot be used to fulfill the foreign language requirements for the major.			
Minimum cumulative GPA of 2.0			

Students who have met the requirements above can apply to become a Communication Studies major. Students must fill out a new Change of Major/Minor form to transition from Pre-Communication status to the Communication Studies major. Change of Major/Minor forms are available in the Department of Communication Studies or the Registrar's Office. Students with Pre-Communication status will be unable to register for core and required track courses. These courses will only be open to students who have met the qualifications to declare the Communication Studies major and have completed the formal declaration process.

<p style="text-align: center;"><b>Foreign Language Requirement for IPR Certification</b></p> <p>In addition to department and university foreign language requirements, students must complete one additional 2000-level foreign language beyond the departmental foreign language requirement. The second 2000-level course must come from the courses listed to meet this requirement.</p> <p>Please see your advisor if the language you are studying is not listed on this sheet.</p> <p>American Sign Language and Latin courses will not fulfill the foreign language requirement for the Certificate program.</p> <p>International, non-native English speakers must score a minimum of 550 on the paper-based TOEFL, a minimum of 80 on the Internet-based TOEFL, or a minimum of 77 on the MELAB.</p>	<p>French 2202 or 3210 German 2202 or 2210 Spanish 2202 or 2210 Italian 2202 Portuguese 2202 Japanese 2201 Russian 2201 Arabic 2201 Chinese 2201</p>
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## Core Requirements

*Prerequisite for all Core Requirements: Declared Communication Studies major*

### General Theory/Skills - (Complete all courses)

		Credit Hours	Prerequisites	Grades
COMM 2101	Introduction to Rhetorical Theory	3		
COMM 3101	Persuasion	3	COMM 2101	

### Research Methodology

COMM 3100	Communication Research Methods	3		
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### Macro-Context- (Complete one course)

COMM 3120	Communication and Mass Media	3		
COMM 3130	Communication and Public Advocacy	3		
COMM 3141	Organizational Communication	3		

### Micro-Context – (Complete one course)

COMM 2103	Argumentation and Debate	3		
COMM 2105	Small Group Communication	3		
COMM 2107	Interpersonal Communication	3		

## Track and Certificate Requirements

Public relations practice has been influenced by the same sweeping trend of internationalization that has affected virtually all dimensions of society. The Undergraduate Certificate in International Public Relations helps students acquire a deeper understanding of the factors that complicate human and mass communication across cultures. Students choosing this option will have a far greater understanding of the social, political, economic and cultural differences that can affect public relations around the globe. The certificate is named in honor of Mr. Joe Epley, APR, Fellow PRSA, a leading figure in international public relations, retired head of Epley Associates, and a great friend to UNC Charlotte's public relations program.

### Required Track Courses – (Complete all courses) Declared Communication Studies major only

		Credit Hours	Prerequisites	Grades
JOUR 2100	Writing Foundations	0		
JOUR 2160	Introduction to Journalism (W)	3	<i>Prerequisite/Corequisite: JOUR 2100</i>	
COMM 2145	Principles of Public Relations	3	<i>Prerequisite/Corequisite: JOUR 2100, JOUR 2160</i>	
COMM 3245	Public Relations Writing	3	<i>COMM 2145, JOUR 2100, JOUR 2160</i>	
COMM 3246	Public Relations Strategy	3	<i>COMM 2145</i>	
COMM 4145	Communication Campaigns	3	<i>COMM 3245, COMM 3246</i>	
COMM 4445	International Professional Internship	3	<i>COMM 2145</i>	

### Additional Track Work– (Complete three hours) Declared Communication Studies major only

COMM 4147 OR COMM 4050	International Public Relations OR Topics in Communication Studies: London Seminar in Public Relations	3	Prereq for COMM 4147: COMM 2145	
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**Related Course Work – (Complete nine hours)**

(In place of related course work for Public Relations concentration):

Students may either complete a semester of study abroad earning at least 9 credit hours at a non-American university  
OR complete an additional 9 credit hours of related course work selected from the following courses (or other appropriate courses approved by the student's advisor).

At least 3 credit hours must be taken at the 3000-level or above.

You may not use an additional 3 hours of the International Communication Internship (Comm 4445) to count towards your related coursework.

Course	Description	Credit Hours	Prerequisites	Grades
ANTH 2111	Peoples of Africa *	3		
ANTH 2115	Culture and Society in the Middle East *	3		
ANTH 2116	Contemporary Latin America * <i>Cross-listed as LTAM 2116</i>	3		
ANTH 4120	Intercultural Communications *	3	ANTH 1101	
COMM 3127	Global Media	3		
HIST 2201	History of Modern Asia * <i>Cross-listed as INTL 2201 Introduction to Asian Studies</i>	3		
HIST 2207	Modern Latin America * <i>Cross-listed as INTL 2401 Introduction to Latin American Studies</i>	3		
HIST 2211	Modern Africa * <i>Cross-listed as INTL 2101 Introduction to African Studies</i>	3		
HIST 2240	Twentieth Century Europe, 1914 to Present <i>Cross-listed as INTL 2301</i>	3		
INTL 1101	Introduction to International Studies	3		
INTL 3000	Topics in International Studies *	1-3		
POLS 1130	Comparative Politics	3		
POLS 1150	International Politics	3		
POLS 3141	European Politics *	3		
POLS 3143	African Politics	3		
POLS 3144	Latin American Politics * <i>Cross-listed as LTAM 3144</i>	3		
POLS 3148	Chinese Politics	3		
POLS 3164	U.S.-Latin American Relations <i>Cross-listed as LTAM 3164</i>	3		
POLS 3165	East Asia in World Affairs	3		
POLS 3169	African International Relations * <i>Cross-listed as AFRS 4105</i>	3		

\* These courses may not be offered every semester