

**B.A. COMMUNICATION STUDIES: 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  <i>*SPAN 2209 and FREN 2209 cannot be used to fulfill the foreign language requirements for the major.</i>			
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.

**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 Requirements

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

				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 4410	Communication Internship	3	<i>COMM 2145</i>	

### **Elective Track Courses – (Complete six hours from the following courses)**

			Prerequisites	Grades
ANTH 4120	Intercultural Communications	3	<i>ANTH 1100</i>	
ENGL 2116	Introduction to Technical Communication (W)	3	<i>By permit only</i>	
JOUR 3160	Advanced News Reporting and Writing	3	<i>JOUR 2160</i>	
JOUR 3161	News Editing	3	<i>JOUR 2160</i>	
JOUR 3162	Feature Writing	3	<i>JOUR 2160</i>	

### **Available to Fully Declared Communication Majors ONLY**

COMM 2102	Advanced Public Speaking ¥	3		
COMM 3055	Topics in Public Relations	3	<i>COMM 2145</i>	
COMM 3141	Organizational Communication *** ¥	3		
COMM 3880	Independent Study *			
COMM 4101	Media and the Law	3	<i>Junior/ Senior</i>	
COMM 4141	Advanced Organizational Communication	3	<i>COMM 3142</i>	
COMM 4147	International Public Relations	3	<i>COMM 2145</i>	
COMM 4410	Communication Studies Internship **	3	<i>Junior/Senior &amp; 2.0 GPA</i>	

\*Requires prior approval of advisor

\*\* Requires prior approval of internship supervisor

\*\*\* Does not count if taken to fulfill macro-context requirement

¥ These courses may not be offered every semester

### **Related Coursework (Complete six hours)**

The following coursework will be accepted to fulfill the related coursework requirements in the Public Relations track. Please note that this list is not exhaustive – your assigned advisor might approve options not listed. Also note that under no circumstances can courses being used to satisfy core or track requirements be simultaneously used for related coursework. Use this list as a guide to assist in registering before you have declared the major and been assigned an advisor. Once enrolled in the major, make all curriculum decisions in consultation with your assigned advisor.

1. **Any COMM course not being used to satisfy core or track requirements.** Ex. : COMM 3052
2. Any JOUR course not being used to satisfy track requirements.
3. If bringing in from Pre-Business major:
 

ACCT 2121 – Principles of Accounting I	ECON 2101 – Principles of Economics - Macro
ACCT 2122 – Principles of Accounting II	ECON 2102 – Principles of Economics - Micro
4. Any course listed as an elective for the track (see above), which is not being used to fulfill elective track hours.
5. The following selected courses:
 

ECON 1101 – Economics for Non-Majors	PSYC 2130 – Introduction to Social Psychology
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