Baccalaureate Degree (Minimum 124 Credits)
Cumulative “2.0” or Better Required for Graduation
Dept. of Music, Art & Communication

Worksheet for PUBLIC RELATIONS, B.A.

NAME ________________________________

COMMON CORE: 16 Credits
Analytical Reading/Writing WRT102
Academic Writing WRT202
Human Communication CM104
Information Literacy IFL101
Crt. Thinkg./Pr. Solv. Math MAT111
Physical Education (2 crs.) _______ _______ _______ _______

AREA DISTR. REQUIREMENTS: 6 Credits
I. Fine Arts & Humanities 6 Credits
II. Social & Behav. Sciences 6 Credits
III. Laboratory Sciences 6-8 Credits
IV. Amer./West. Civ., Amer. Govt. 6 Credits
V. Int’l. Studies/Foreign Lang. 6 Credits

ELECTIVE COURSES: 22-24 Credits

*REQ. MAJOR COURSES: 54 Credits
Public Relations Req.: (24 Credits)
Communication Theory CM206
Intro to Public Relations CM221
Print Media Writing CM271
Writing for Public Relations CM321
Persuasion CM327
Public Relations Planning CM415
Public Relations Campaigns CM421
Media Laws and Ethics CM434

Support Courses: (15 Credits)
Select any five of the following:
Mass Communication CM211
Public Speaking CM212
Group Discussion CM304
Media Relations CM322
Publications Editing/Design CM323
Public Relations Events CM324
Organizational Communication CM328
Interpersonal Comm. CM329
Communication Seminar CM402
Crisis Communications Mgmt. CM423
Communication Internship CM450-451
Principles of Marketing MKT100

Area Elective: (3 Credits)

Humanities/Soc./Beh. Sci.: (12 Credits)

NOTES:

1. All courses must be completed with a minimum "2.0" grade. Courses may not be taken on a pass/fail basis.
2. A minimum of 12 credits of the Area Distribution Requirements must be at the 200-level or above. Courses may not be taken on a pass/fail basis. See Registrar’s Office for official list of courses.
3. Six credits are to be taken in one of these two areas; if foreign language is selected, six credits must be in one language.
4. Requirements listed apply to students who matriculate into or declare this major during the 2010-2011 academic year.
5. Students may select any other communication courses offered in any Communication major, including Special Topics courses.
6. Students must take any four courses from these categories at the 200 level or higher. One course must be a literature course. Students may opt to pursue a quantitative research track which includes Behavioral Statistics (BEH260) and Research Methods (SOC335).

(Signed) Faculty Advisor Date
(Signed) Dept. Chair Date