

## COLLEGE OF INFORMATICS

**COMPUTATION = INFORMATION = COMMUNICATION** 

Bachelor of Arts in: Public Relations Name:

Student ID:

For Students Following the: 2013-2014 catalog 2014-2015 catalog 2015-2016 catalog Catalog Year:

REQUIRED FOUNDATION OF KNOWLEDGE COURSE (3 Hours)						OFFICE USE ONLY
	Course	Pre-req	Credits	Term	Grade	Approved Exceptions
CMST 101 <b>OR</b>	Public Speaking		3			
CMST110	Intro to Communication Studies		3			

CORE COURSES (39 Hours)						OFFICE USE ONLY
	_	_		_		Approved
	Course	Pre-req	Credits	Term	Grade	Exceptions
JOU 110	Introduction to Mass Communication		3			
OR						
EMB 100	Media Literacy		3			
JOU 220	News Writing I	ENG 101	3			
CMST 220	Interpersonal Communication	CMST 101 or 110	3			
CMST 303	Organizational Communication	CMST 101 or 110	3			
CMST 340	Strategies of Persuasion	CMST 101 or 110	3			
OR						
JOU 370	Advertising	EMB 110 or JOU 110	3			
PRE 375	Principles of Public Relations	EMB 100 or JOU 110 & JOU 220	3			
PRE 376	Public Relations Writing	PRE 375 (pre-req or co-req)	3			
PRE 377	Public Relations Case Studies & Campaigns	PRE 375	3			
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	3			
PRE 385	Publics Relations Research Methods	PRE 375	3			
OR						
JOU 492	Mass Comm Research Methods	JOU 220	3			
OR						
CMST 300	Research Methods in Comm Studies	CMST 101 or 110	3			
PRE 394	Special Topics in Public Relations		3			
OR		see catalog				
ELECTIVE	CMST, EMB, JOU, MIN, or POP 300-400 Level Elective		3			
PRE 400	PR Planning & Account Management	PRE 375	3			

PRE 410	Electronic Public Relations	PRE 376	3		
OR					
CMST 370	Advanced Public Speaking	CMST 101 or 110	3		
OR					
JOU 321	Publication Skills	EMB 100 or JOU 110	3		

APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One						OFFICE USE ONLY
	Course	Pre-req	Credits	Term	Grade	Approved Exceptions
PRE 396	Public Relations Internship	PRE 375 & PRE 376	3			
PRE 499	Independent Study: Public Relations	Junior Standing or Instructor Consent	3			

Students must earn a grade of C or better or a 2.5+ GPA in all courses that apply to the major. Please consult with your advisor and the appropriate University Course Catalog for all other degree requirements.

ALSO:

JOU 110 and EMB 100 should not be used to fulfill Foundation of Knowledge requirements.