

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 OR | 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.