

## Department of Communication

## COLLEGE OF INFORMATICS COMPUTATION = INFORMATION = COMMUNICATION

Bachelor of Arts in:	Name:		
Public Relations	Student ID:		
For Students Following the: 2017-2018 catalog	Catalog Year:		

	REQUIRED FOUNDATION OF KNO	OWLEDGE COURS	E (6 Hours	)		OFF
	Course	Pre-req	Credits	Term	Grade	ı
CMST101	Public Speaking		3			
OR						
CMST110	Intro to Communication Studies		3			
JOU 110	Introduction to Mass Communication		3			
OR						
EMB 100	Media Literacy		3			

OFFICE USE ONLY
Approved Exceptions

	CORE COURSE	S (36 Hours)			
	Course	Pre-req	Credits	Term	Grade
JOU 220	News Writing	ENG 101 (≥ C)	3		
CMST220	Interpersonal Communication	CMST101 or 110	3		
CMST303	Organizational Communication	CMST101 or 110	3		
CMST340 OR	Strategies of Persuasion	CMST101 or 110	3		
JOU 370	Principles of Advertising	EMB 100 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 <b>OR</b>	Public Relations Research Methods	PRE 375	3		
CMST300	Research Methods in Comm Studies	CMST101 or 110	3		
PRE 394 <b>OR</b>	Topics in Public Relations		3		
ELECTIVE	CMST, EMB, JOU, MIN, or POP 300-400 Level Elective	see catalog	3		
PRE 400	PR Planning & Account Management	PRE 375	3		

	OFFICE USE ONLY
	Approved
<u> </u>	Exceptions
1	
-	
_	
4	
1	
I	
	HCOM 3xx-4xx
1	

PRE 410	Electronic Public Relations	PRE 376	3		
OR					
CMST370	Advanced Public Speaking	CMST101 or 110	3		
OR					
JOU 321	Digital Publishing	EMB 100 or JOU 110	3		

	APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One				
	Course	Pre-req	Credits	Term	Grade
PRE 396	Public Relations Internship	PRE 376 & Junior or Senior Standing & consent of faculty	3		
PRE 499	Independent Study in Public Relations	Junior Standing or Instructor Consent	3		

OFFICE USE ONLY
Approved
Exceptions

Students must earn a grade of "C-" or better and a 2.00 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.