

Department of Communication

COLLEGE OF INFORMATICS

COMPUTATION ■ **INFORMATION** ■ **COMMUNICATION**

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Bachelor of Arts in:	Name:
Public Relations	Student ID:
For Students Following the: 2019-2020 catalog	Catalog Year:

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

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CORE COURSES (36 Hours)			OFFICE USE ONLY			
	Course	Pre-req	Credits	Term	Grade	Approved Exceptions
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	Public Relations Research Methods	PRE 375	3			
PRE 394 OR	Topics in Public Relations	variable	3			
ELECTIVE	CMST, EMB, HCOM, JOU, MIN, or POP 300-400 Level Elective	see catalog	3			
PRE 400	PR Planning & Account Management	PRE 375	3			
CMST370 OR	Advanced Public Speaking	CMST101 or 110	3			
JOU 321	Digital Publishing	EMB 100 or JOU 110	3			

de	Exceptions

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

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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.

ALSO:

■ Students may not double count Communication Department courses toward the Public Relations major and other majors and minors in the Communication Department unless the course is required as the only option in the Public Relations major and other majors and minors in the Communication Department.