

DEGREE GUIDE FOR THE COLLEGE OF ARTS AND SCIENCES

B.A. PUBLIC RELATIONS – 2009-2011

Note: Of the 128 credits required for graduation, students must earn at least 104 within Arts and Sciences departments.

Thought and Expression		GRD	7.0
ENGL 101 Engl. Comp.	3	[]	
PHIL 101 Crit. Think	2	[]	
SPCO 101 Intro. Speech	2	[]	

Religious Studies		GRD	9.0
RELI 100 Level	3	[]	
RELI 200 Level	3	[]	
RELI 300 Level	3	[]	

Philosophy		GRD	9.0
PHIL 201 Human Nature	3	[]	
PHIL 301 Ethics	3	[]	
PHIL 400 Level	3	[]	

English		GRD	6.0
ENGL 102, 103H, 105, or 106	3	[]	
ENGL 201-285	3	[]	

Fine Arts		GRD	3.0
(P)	3	[]	

Course must have 'P' designation

Foreign Language/Culture		GRD	3.0
(FC)	3	[]	

Culture Course must have 'FC' designation

History (choice of 2)*		GRD	6.0
HIST	3	[]	
HIST	3	[]	

*HIST 101 and either 102 or 112 in their first year. If they are unable to complete all six 100-level HIST credits in their first year, HIST 201 or 202 may be substituted for *one* 100-level course after the first year. (NO upper division)

Social Science		GRD	6.0
CRIM 101, ECON, SOCI, POLS or PSYC	3	[]	
	3	[]	

Math/Lab Science/Elective		GRD	10.0
Math*	3	[]	
Lab Science	4	[]	
Elective*	3	[]	

**MATH 100 level or above (or ITEC as elective)*

Social Justice		GRD	3.0
(J)	3	[]	

Social Justice Course must have 'J' designation

TOTAL CORE CREDIT	(62)		
Electives		[]	
		[]	
		[]	

B.A. -- PUBLIC RELATIONS: 38-39 CREDITS MAJOR LOWER DIVISION 9 credits

CRSE	CRSE Title	CRD	GRD
COMM 101	Mass Communication	3	[]
JOUR 110	Journalistic Writing	3	[]
PRLS 267	Principles of PR	3	[]

MAJOR UPPER DIVISION 29-30 credits

CRSE	CRSE Title	CRD	GRD
COMM 305	Communication Theory & Research	3	[]
PRLS 305	Writing for Public Relations	3	[]
COMM 364	Mass Media Law	3	[]

One of the following three courses 3 credits

COMM 375 Communication Training & Consulting
COMM 418 Intercultural & International Communications
COMM 475 Organizational Communication

COMM		3	[]
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PRLS 367	Public Rel. Planning & Case Review	3	[]
PRLS 467	Public Relations Campaign	3	[]
SPCO 321	Advanced Public Speaking	3	[]

One of the following two courses 3 credits

SPCO 356 Persuasion
SPCO 457 Communication Criticism

SPCO		3	[]
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PRLS 497	Internship in Public Relations*	2-3	[]
PRLS 498	Senior Communications Colloquium	2	
COMM 499	Senior Seminar	0	[]
PRLS 499	Professional Development Seminar	1	[]

*A 300-400 level, 3-credit Communication Arts Department elective may be substituted for an internship if the student does not meet the minimum cumulative 3.0 GPA requirement *prior to* the beginning of the last semester of the fourth year OR if the student's academic advisor does not recommend a professional internship.

NOTE: For students planning on graduate school, COMM 306, Research Methods, is recommended. It may substitute for any non-PRLS upper-division requirement except COMM 305 or COMM 364.

All public relations majors are also required to complete a minor in either another division within the Communication Arts Department, or another department within the College of Arts and Sciences or the School of Business. Minors in advertising, political science, modern languages, and journalism have been popular choices.