



Bachelor of Arts in Communication
Major: Public Relations (120 credits)
For students entering under UG Catalog 2023-2024

Fall Semester Freshman Year			Spring Semester Freshman Year		
	Credits	Status		Credits	Status
COMM 1004: First Year Experience in Communication	1	C	COMM 1014: Introduction to Communication	3	C
COMM 1015: Communication Skills #	3	1f	COMM 1016: Communication Skills #	3	1f
Pathways Critical Thinking in the Humanities	3	2	Pathways Reasoning in the Natural Sciences	3	4
Pathways Reasoning in the Social Sciences #	3	3	Pathways Quantitative & Computational Thinking	3	5f
Pathways Reasoning in the Natural Sciences	3	4	Pathways Critique and Practice in Art and Design	3	6a
Pathways Quantitative & Computational Thinking	3	5f			
TOTAL	16		TOTAL	15	
Fall Semester Sophomore Year			Spring Semester Sophomore Year		
	Credits	Status		Credits	Status
COMM 2024: Media Writing *	3	C	COMM 2094: Communication & Issues of Diversity *	3	C
COMM 2084: Media and Society	3	C	COMM 2124: Introduction to Communication Research *	3	C
PR 2044: Principles of Public Relations	3	M	COMM 2034: Visual Media *	3	M
Pathways Quantitative & Computational Thinking	3	5a	Pathways Discourse #	3	1a
Pathways Critical Analysis of Equity and Identity in U.S.	3	7	Pathways Reasoning in the Social Sciences #	3	3
TOTAL	15		TOTAL	15	
Fall Semester Junior Year			Spring Semester Junior Year		
	Credits	Status		Credits	Status
PR 3014: Public Relations Cases *	3	M	PR 3144: Writing and Editing for Public Relations *	3	M
Public Relations Restricted Elective (See back page)	3	M	Public Relations Restricted Elective (See back page)	3	M
Pathways Critical Thinking in the Humanities	3	2	Free Elective	3	
Pathways Critique and Practice in Art and Design	3	6d	Free Elective	3	
Free elective	3		Free Elective	3	
TOTAL	15		TOTAL	15	
Fall Semester Senior Year			Spring Semester Senior Year		
	Credits	Status		Credits	Status
COMM 4024: Communication Law *	3	C	PR 4414: Public Relations Standards and Practices *	3	M
PR 4304: Public Relations Campaigns *	3	M	Free Elective	3	
Public Relations Restricted Elective (See back page)	3	M	Free Elective	3	
Free Elective	3		Free Elective	3	
Free Elective	3		Free Elective	2	
TOTAL	15		TOTAL	14	

Status: C = Degree Core Required Course, M = Major Required Course, Numbers = Pathways to General Education Requirements.

* **Prerequisites:** Some courses on this checksheet have prerequisites. Please consult the University Course Catalog or check with your adviser about prerequisites.

Students who transfer into the major after their freshman year may substitute ENGL 1105-1106 for COMM 1015-1016. Those transfer students should take COMM 2004 for Discourse 1a and COMM 2014 for one of their Reasoning in the Social Sciences 3 courses.

MINORS & ELECTIVES

In addition to Core Degree (19 credits), Major (27 credits), and Pathways (45 credits) requirements, students must complete at least 29 credits in the following categories to reach 120 credits for graduation:

- Minor, cognate, or double major**—*Beyond* studies in Public Relations and other communication disciplines, students must build content knowledge in another area of focus by completing a minor or cognate (minimum 18 credits) or double major (credits vary by major).
- Electives**—Once students complete a minor or cognate, they still need further credits for graduation. Students might consider education abroad, an internship, a field study, undergraduate research, independent study, other non-required Pathways, or foreign language courses. Students **should NOT include ADV, COMM, JMC, or PR courses** among these electives.

RESTRICTED PUBLIC RELATIONS ELECTIVES

JMC 4044 (IS 4044): International Communication (3) Pre: Senior standing.
JMC 4064: Social Media Analytics (3) Pre: COMM 2124
JMC 4264: Social Media Theory and Practice (3)
PR 3034 (ADV 3034): Topics in Public Relations and Advertising (3)
PR 3084: Advanced Public Relations Research Methods (3) Pre: 2044, COMM 2124
PR 3324: Corporate Communication (3) Pre: Junior standing.
PR 3334: Public Relations and Corporate Social Responsibility (3) Pre: 2044
PR 3344: Public Relations and Sports (3)
PR 4074: Organizational Communication (3) Pre: Senior standing.
PR 4164: Public Relations Administration (3) Pre: 2044
PR 4364: Issue Management in Public Relations (3) Pre: Junior standing.
COMM 4974: Independent Study (Internship) (3)
COMM 4994: Undergraduate Research (3)

GRADUATION REQUIREMENTS

1. Minimum of 120 semester credit hours total from the following categories: Core Degree Required Courses (19 credits), Major Required Courses (27 credits), Pathways to General Education Required Courses (45 credits), and Minor and Elective Courses (29 credits).
2. Minimum of 46 credits in ADV, COMM, JMC, and PR; minimum of 72 credits outside ADV, COMM, JMC, and PR.
3. Overall GPA of 2.0; major GPA 2.0, based on all ADV, COMM, JMC, and PR courses the student has completed.
4. Courses taken in major to fulfill graduation requirements must be graded A-F (not pass/fail).
5. ADV, COMM, JMC, or PR courses taken for a minor or cognate may NOT be counted toward major requirements.
6. Foreign Language—Requirement can be met in one of three ways:
 - 2 years of single foreign or classical language or American Sign Language in middle or high school, **OR**
 - Credit by examination for a foreign or classical language or American Sign Language (This option is available only to students who learned a foreign language without the benefit of formal training.), **OR**
 - 6 college-level semester credits in a single foreign or classical language or American Sign Language. These credits are in addition to the 120 required for graduation.

PROGRESS TOWARD DEGREE

A student will be certified as making satisfactory progress toward a degree by meeting these requirements:

- Completion of COMM 1004 within the first 3 classes (9 credits) in the major.
- Completion of COMM 2084 within the first 6 classes (18 credits) in the major. Minimum grade of C- required.
- Completion of COMM 2124 within the first 8 classes (24 credits) in the major.
- Overall GPA—Students who fall below 2.0 will follow university policies for probation and subsequent suspension if the GPA is not raised during the probation period.
- Major GPA—Students who fall below 2.0 in their major coursework will have one semester to regain the required GPA standards. All ADV, COMM (core requirements), JMC, and PR courses are included in this calculation. A student who fails to make satisfactory progress toward degree after that semester will be blocked from continuing in Public Relations or another School of Communication major.