

School of Communication & Media Curriculum

Public Relations Major (PR) Fall 2017

3/22/17

| Lower Division SOCM Major Requirements (18 hours) | | (completed) | (semester taken/planning) |
|---|---------------------------------------|-------------|---------------------------|
| COM 2020* | CSI:COM Sources & Investigations | | |
| COM 2033* | Visual Communication | | |
| COM 2129* | Public Speaking | | |
| COM 2135* | Writing for Public Communication | | |
| COM 2230* | Introduction to Mass Communication | | |
| <i>*Must have 2.75 adjusted GPA in all 5 lower division SOCM courses and pass (78%) a grammar test to apply to be a SOCM major.</i> | | | |
| ICT 2101 | Informatics: Computers and Your World | | |

The courses listed below are difficult, upper-level courses that should be carefully scheduled based on prerequisites.

Your capstone (PR 4465) is intended to be taken your final semester before graduation.

| Upper Division PR Major Requirements (21 hours) | | (completed) | (semester taken/planning) |
|--|--------------------------------|-------------|---------------------------|
| PR 3335 | Public Relations Principles | | |
| PR 3355 | Public Relations Cases | | |
| PR 3375 | Public Relations Writing | | |
| COM 3435 | Communication Research Methods | | |
| COM 4480 | Communication Theory | | |
| PR 4460 | Crisis Communication | | |
| PR 4465 | Public Relations Campaigns | | |

| Upper Division PR Major Electives (choose four) (12 hours) | | (completed) | (semester taken/planning) |
|---|--|-------------|---------------------------|
| PR 3380 | Public Relations Strategies & Tactics | | |
| PR 3385 | International Public Relations | | |
| PR 3429 | Persuasion Methods & Strategies | | |
| PR 4210 | Social Media for Strategic Communication | | |
| PR 4405 | Digital Publication Design | | |
| PR 4415 | Topics in Public Relations | | |
| PR 4495 | Public Relations Study Tour | | |
| PR 4605 | Magazine Media | | |
| PR 4670 | Crisis Leadership Communication | | |
| COM 3350 | Editing for Today's Media | | |
| COM 3398 | Internship in Communication (3 hours) | | |
| JOUR 3310 | Concepts in New Media | | |
| JOUR 3340 | Digital Media Production | | |
| JOUR 4420 | Advanced Media Writing | | |
| JOUR 4470 | Media Law | | |

| Upper Division SOCM Elective (choose one) (3 hours) | | | |
|---|----------------------------------|-------------|---------------------------|
| Students may choose from the recommended list below or any COM, JOUR, MENT, PR, or ORGC course not previously applied. Please take into account any prerequisites required. | | | |
| These courses may also be taken as Free Electives. | | | |
| | | (completed) | (semester taken/planning) |
| JOUR 3310 | Concepts in New Media | | |
| COM 3315 | Interviewing | | |
| COM 3320 | Health Communication | | |
| COM 3350 | Editing for Today's Media | | |
| PR 3385 | International Public Relations | | |
| COM 3398 | Internship in Communication | | |
| PR 3429 | Persuasion Methods & Strategies | | |
| ORGC 3459 | Communication & Conflict | | |
| COM 4100 | Directed Applied Research | | |
| COM 4400 | Directed Study | | |
| PR 4405 | Digital Publication Design | | |
| PR 4415 | Topics in Public Relations | | |
| MENT 4444 | Film & Video Structure & Process | | |
| COM 4490 | Special Topics in Communication | | |
| PR 4495 | Public Relations Study Tour | | |
| PR 4670 | Crisis Leadership Communication | | |
| JOUR 4470 | Media Law | | |

| Related Studies (12 hours) | | Minor: _____ | Certificate: _____ |
|---|--|--------------|---------------------------|
| Any upper division course work (3000-4000 level) OUTSIDE OF SOCM. | | | |
| | | (completed) | (semester taken/planning) |
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| Free Electives (12 hours) | | | |
|--|--|-------------|---------------------------|
| Any course (1000-4000) in the university curriculum (including SOCM) passing with a D or better and not applied elsewhere. | | | |
| | | (completed) | (semester taken/planning) |
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Total program hours: 123