

Bachelor of Arts in: Public Relations

Student ID:

2018-2019 catalog

| | | | | | | OFFICE USE ONLY |
|-----------|------------------------------------|---------|---------|------|-------|---------------------|
| | | Pre-req | Credits | Term | Grade | Approved Exceptions |
| CMST101 | Public Speaking | | 3 | | | |
| OR | | | | | | |
| CMST110 | Intro to Communication Studies | | 3 | | | |
| JOU 110 | Introduction to Mass Communication | | 3 | | | |
| OR | | | | | | |
| EMB 100 | Media Literacy | | 3 | | | |

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| | | Pre-req | Credits | Term | Grade | Approved Exceptions |
| JOU 220 | News Writing | | 3 | | | |
| CMST220 | Interpersonal Communication | CMST101 or 110 | 3 | | | |
| CMST303 | Organizational Communication | CMST101 or 110 | 3 | | | |
| CMST340 | Strategies of Persuasion | CMST101 or 110 | 3 | | | |
| OR | | | | | | |
| 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 | Topics in Public Relations | variable | 3 | | | |
| OR | | | | | | |
| ELECTIVE | CMST, EMB, JOU, MIN, or POP 300-400 Level Elective | see catalog | 3 | | | HCOM 3xx-4xx |
| PRE 400 | PR Planning & Account Management | PRE 375 | 3 | | | |
| 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 | | | |

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| | Course | Pre-req | Credits | Term | Grade | Approved Exceptions |
| PRE 396 | Public Relations Internship | PRE 376 & Junior or Senior Standing & consent of faculty | 3 | | | |
| PRE 499 | Independent Study in Public Relations | Junior Standing and Instructor Consent | 3 | | | |

Students must earn a grade of "C-" or better and a 2.00 GPA in all courses that apply to the major.