

**Major in Communication, B. S.**

**Concentration: Public Relations**

**Degree Requirements (123 hours)**

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**GENERAL EDUCATION** (see catalog listing of requirements)  
*42 Credit Hours*

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**UNIVERSITY-WIDE FITNESS FOR LIVING REQUIREMENT**  
*3 Credit Hours*

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**LOWER DIVISION MAJOR REQUIREMENTS (Area F)**  
*18 Credit Hours*

COM 1109 Human Communication  
COM 2033 Visual Communication  
COM 2129 Public Speaking  
COM 2135 Writing for Public Communication  
IS 2101 Informatics: Computers and Your World  
**Choose one:**  
COM 2205 Introduction to Communication in Organizations  
or  
COM 2230 Introduction to Mass Communication

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**UPPER DIVISION MAJOR REQUIREMENTS**  
*6 Credit Hours*

COM 3435 Communication Research Methods  
COM 4480 Communication Theory

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**UPPER DIVISION CONCENTRATION REQUIREMENTS**

*12 Credit Hours*

COM 3335	Public Relations Principles
COM 3355	Public Relations Cases
COM 3375	Public Relations Writing
COM 4465	Public Relations Campaigns ( <i>Capstone</i> )

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**UPPER DIVISION CONCENTRATION ELECTIVES**

*12 Credit Hours: **CHOOSE FOUR***

COM 3330	News Reporting and Writing
COM 3340	Digital Media Production
COM 4405	Organizational Publications
COM 4429	Persuasion Methods and Strategies
COM 4460	Crisis Communication
COM 4495	Public Relations Study Tour

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**UPPER DIVISION MAJOR ELECTIVES**

*6 Credit Hours: **CHOOSE TWO***

Choose 2 courses from any COM courses not previously taken. (A recommended list of electives for *Public Relations* can be found in the Advising Checklist for this concentration.)

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**RELATED STUDIES**

*12 Credit Hours*

Select 12 hours of upper division course work (3000-4000 level) outside of Communication. These hours do not have to be taken in a single discipline, but should relate to a particular interest or career goal. Students should determine prerequisites for Related Studies courses and take them as free electives. Completion of a Formal Minor or Certificate Program would also satisfy the Related Studies requirement.

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**FREE ELECTIVES**

*12 Credit Hours*

Select 12 hours of courses in the university curriculum. This includes any course (1000-4000) in the university curriculum (including COM) passing with a D or better. Students may combine 1 or 2 hour courses to total 12 hours total in this section.

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