

## Program Map

### Bachelor of Science in Mass Communications

### Public Relations

FALL 1	CREDITS	AREA
ENGL 1101 – English Comp I	3	A-1
MATH 1401 –Elementary Statistics <u>OR</u> MATH 1001 – Quantitative Skills & Reasoning <u>OR</u> Math 1111 – College Algebra	3	A-2
Any Option EXCEPT COMM 1110 – Public Speaking	3	B-1
Area D-1	3	D-1
Area E-1	3	E-1
<b>SEMESTER TOTAL</b>	15	
<b>Milestone:</b>		
<ul style="list-style-type: none"> <li>Complete ENGL 1101 – English Composition I; Required to earn C or higher.</li> </ul>		

SPRING 1	CREDITS	AREA
ENGL 1102 – English Comp II	3	A-1
Area C-1	3	C-1
Area D-1 + Lab	4	D-1
Area E-2	3	E-2
COMM 1110 – Public Speaking	3	F
<b>SEMESTER TOTAL</b>	16	
<b>Milestones:</b>		
<ul style="list-style-type: none"> <li>Complete ENGL 1102 – English Composition II; Required to earn C or higher.</li> <li>Complete COMM 1110 – Public Speaking; Required to earn C or higher.</li> <li>Complete 30 credit hours by end of term, including credit hours earned previous terms.</li> </ul>		

FALL 2	CREDITS	AREA
Area B-2	2	B-2
Any Option EXCEPT COMM 1154 – Intro to Mass Comm	3	C-2
Area D-2	3	D-2
Foreign Language 1000-2000	3	F
COMM 1154 – Intro to Mass Comm	3	F
<b>SEMESTER TOTAL</b>	14	
<b>Milestones:</b>		
<ul style="list-style-type: none"> <li>Complete first foreign language requirement.</li> <li>Complete COMM 1154 – Introduction to Mass Communications; Required to earn C or higher.</li> </ul>		

SPRING 2	CREDITS	AREA
POLS 1101 – American Government	3	E-3
Area E-4	3	E-4
Foreign Language 1000-2000	3	F
COMM 2254 – Media Ethics	3	F
Humanities or Social Sciences	3	F
<b>SEMESTER TOTAL</b>	15	
<b>Milestones:</b>		
<ul style="list-style-type: none"> <li>Complete second foreign language requirement.</li> <li>Complete COMM 2254 – Media Ethics; Required to earn C or higher.</li> <li>Complete 60 credit hours by end of term, including credit hours earned previous terms.</li> </ul>		

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FALL 3	CREDITS
COMM 3301 – Writing & Reporting for Newspapers	3
COMM 3313 – Public Relations Principles	3
Elective: *Must select COMM 3000-4000 level course <u>or</u> course from approved list.	3
Minor Courses	6
<b>SEMESTER TOTAL</b>	15
<b>Milestones:</b>	
<ul style="list-style-type: none"> <li>• Complete COMM 3301 – Writing &amp; Reporting for Newspapers.</li> <li>• Complete COMM 3313 – Public Relations Principles.</li> </ul>	

SPRING 3	CREDITS
COMM 4414 – Public Relations Management	3
COMM 4451 – Public Relations Writing	3
COMM 4484 – Mass Comm Research Methods	3
Elective Course: *Must select COMM 3000-4000 level course <u>or</u> course from approved list.	3
Minor Course	3
<b>SEMESTER TOTAL</b>	15
<b>Milestones:</b>	
<ul style="list-style-type: none"> <li>• Complete COMM 4451 – Public Relations Writing.</li> <li>• Complete COMM 4484 Mass Communications Research Methods.</li> <li>• Complete 90 credit hours by end of term, including credit hours earned previous terms.</li> </ul>	

FALL 4	CREDITS
COMM 4413 – Public Relations Cases	3
COMM 4444 ‡ – Public Relations Campaigns	0-3
Elective Course(s) *Must select COMM 3000-4000 level course(s) <u>or</u> course(s) from approved list. COMM 4421P ‡ - Practicum: <i>bluestone</i> Public Relations Firm	3-6
Minor Courses	6
<b>SEMESTER TOTAL</b>	15
<b>Milestones:</b>	
<ul style="list-style-type: none"> <li>• Complete COMM 4414 – Public Relations Management.</li> <li>• Complete all pre-requisites before taking capstone course (COMM 4444 – Public Relations Campaigns), pre-requisites are COMM 3313 – Public Relations Principles, COMM 4414 – Public Relations Management, and COMM 4451 – Public Relations Writing.</li> </ul>	

SPRING 4	CREDITS
COMM 4454 – Media Law	3
COMM 4444 ‡ – Public Relations Campaigns	0-3
Elective Courses *Must select COMM 3000-4000 level courses <u>or</u> courses from approved list; Complete 9 credit hours <u>if</u> minor requires 15 credit hours; complete 6 credit hours <u>if</u> minor requires 18 credit hours. COMM 4421P ‡ - Practicum: <i>bluestone</i> Public Relations Firm	6-9
Minor Course, complete 3 credit hours <u>if</u> minor requires 18 credit hours.	0-3
<b>SEMESTER TOTAL</b>	15
<b>Milestones:</b>	
<ul style="list-style-type: none"> <li>• Complete a <u>maximum</u> of 12 credit hours of COMM 3000-4000 level courses to apply toward 18-21 credit hours of major electives.</li> <li>• Complete 120 credit hours by end of term, including credit hours earned previous terms.</li> </ul>	

‡ Students should not take COMM 4421P – Practicum: *bluestone* Public Relations Firm and COMM 4444 Public Relations Campaigns during the same semester.

\* For Mass Communications majors, 12 credit hours of COMM 3000-4000 level courses are required to apply toward 18-21 credit hours of major electives. No additional COMM courses may be applied as electives to the degree beyond the maximum of 12 credit hours. Remaining electives should be selected from the [Approved Electives](#). Majors may petition to apply alternative courses, including 1000-2000 level courses, as major electives that are relevant to their career aspirations by submitting requests and rationales to advisors. The department chair must approve all alternative courses.

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