

Strategic Communication: Public Relations – Bachelor of Arts

FIRST YEAR

Fall Semester	16-18 Hours
UNIV 1001/1113 Intro to Univ Life/Study Strats	(1/3)
ENGL 1113 English Composition I	(3)
COMM 1113 Principles of Communication	(3)
General Education Humanities-Aesthetics	(3)
JRMP 1113 Introduction to Mass Media (FA, SP)	(3)
JRMP 1313 Audio & Visual Production	(3)
Spring Semester	16 Hours
ENGL 1213 English Composition II.....	(3)
HIST 1483/1493 U.S. History to/since 1865	(3)
General Education Mathematics.....	(3)
COMM 2213 Professional Speaking (SP)	(3)
General Education Health and Wellness	(1)

THIRD YEAR

Fall Semester	15 Hours
General Education Economics	(3)
JRMP 3613 Media Literacy (Fall)	(3)
PBRL 3213 Public Relations Writing and Production.....	(3)
Minor Course.....	(3)
Spring Semester	16 Hours
General Education Humanities-Diversity.....	(3)
General Education Health and Wellness	(1)
General Education Behavioral Science	(3)
PBRL 3323 Strategic Campaign Communication	(3)
Minor Courses (3 hours must be upper division).....	(6)

SECOND YEAR

Fall Semester	14-15 Hours
General Education Physical Science	(4-5)
General Education Health and Wellness.....	(1)
COMM 2393 Interpersonal Communication (FA)	(3)
PBRL 2113 Introduction to Public Relations (FA)	(3)
JRMP 2513 Writing for Mass Media	(3)
Spring Semester	16 Hours
PS 1113 American Federal Government.....	(3)
General Education Health and Wellness.....	(1)
COMM 2593 Communication Research (SP)	(3)
JRMP 1213 Visual Media Production.....	(3)
COMM, JRMP, or PBRL Elective.....	(3)
Minor Course	(6)

FOURTH YEAR

Fall Semester	16 Hours
General Education Biological Science	(4)
PBRL 4823 Case Studies in Public Relations	(3)
Upper Division Minor Course	(3)
Upper Division COMM, JRMP, or PBRL Elective.....	(6)
Spring Semester	13 Hours
COMM 4901 Communication Capstone (!) (SP)	(1)
COMM 4673 Corporate and Organizational Communication (SP, O)	(3)
Upper Division COMM, JRMP, or PBRL Elective.....	(9)
General Electives	(3)

^M Denotes Minimum Grade Needed for Course

^R Denotes Restriction to Students Admitted to Educator Preparation Program

! Denotes Critical Course

Bolded courses indicate guaranteed course rotation for major core: (FA=Fall; SP=Spring; SU=Summer; O=Odd Year; E=Even Year).

This is a recommended semester-by-semester plan of study for this major for a hypothetical student and will not substitute for meeting with an advisor to discuss individual student needs. Course offerings are subject to change based on enrollment. However, courses or requirements designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

Graduation Requirements Summary

Minimum Total Hours for Graduation	124
Minimum Upper-Division Hours	40
Minimum Gen Ed Hours	44
Minimum Liberal Arts Hours	80
Minimum Major GPA	2.000
Minimum Overall GPA	2.000