

NAME _____ MINOR _____
 Write Minor Courses on Reverse

DEPARTMENT OF COMMUNICATIONS
PUBLIC RELATIONS SEQUENCE

Prerequisite: Course prerequisites ("Pre:") are noted in brackets below.

Course Rotation Advising Aid: Please note that the letters "F" (Fall only), "S" (Spring only), "FS" (offered in both Fall and Spring semesters) or "T" (offered every two years) precede course number codes. Complete copies of annual course rotation plans are available in the department office. These plans reflect intended class scheduling, subject to alterations due to changes in budget and staffing.

I. LOWER-DIVISION REQUIREMENTS (12 Hours)

Term	Course	Description	Semester	Grade
FS	100	Survey of Mass Media		
FS	200	News Writing [Pre: Minimum grade of "C" in English 111]		
FS	220	Voice and Diction		
FS	250	Introduction to Broadcasting		

Note: All these courses except Comm. 220 must be completed with a grade of at least "C" before beginning upper-division work. Successful completion of English 112 and 2.0 overall grade point average are also prerequisites to upper-division Communications Department courses.

II. UPPER-DIVISION REQUIREMENTS (33 Hours)

A. Required Courses (18 Hours)

Term	Course	Description	Semester	Grade
F	326	Principles of Public Relations [Pre: Comm. 100, 200, 250]		
FS	327	Public Relations Techniques [Pre: Comm. 326]		
F	328	Public Relations Research [Pre: Comm. 326]		
S	329	Public Relations Strategies [Pre: Comm. 326 & 328]		
FS	491	Communications Law and Ethics [Pre: Senior Standing]		
FS	492	Senior Seminar (portfolio required) [Pre: Senior Standing]		

B. Internship – 3 Hours

[Pre: Senior Standing, B Average in Comm. Courses]

Term	Course	Description	Semester	Grade
FS	475	Internship in Communications		

C. Elective Communications Courses: 12 upper-division hours

(Note: Comm. 475, Internship, Cannot satisfy a major elective requirement in this sequence)

(Note: Six of the 12 hours must come from courses associated with this sequence. See list below.)

Term	Course	Description [Pre: See Catalog]	Semester	Grade

Courses associated with Public Relations Sequence: (from which 6 upper-division elective hours must come):

- | | |
|---------------------------|------------------------------------|
| Comm. 305 -- Copy Editing | Comm. 324 – Interactive Multimedia |
| 322 -- Desktop Publishing | 325 – Principles of Advertising |
| 323 – Comm. and the WWWeb | 341 -- Photojournalism |

Hours Required In Major: 45:

Note: To graduate, Comm. majors must satisfy the "80-65 Rule" of ACEJMC, our department's accrediting agency. This means that students must complete a minimum of 80 semester hours in courses outside the major, with no fewer than 65 semester hours in the basic liberal arts and sciences. A course must be completed with a grade of at least "C" to be counted in the major.