



Public Relations Concentration Plan
523-R - PUBLIC RELATIONS MAJOR CODE
LIBERAL ARTS CURRICULUM
40-41 CREDIT HOURS

Name: _____

Student I.D. #: _____ - _____ - _____

Date of Graduation: _____

<u>Semester</u>	<u>Required Lower Division Courses - 13 Credit Hours</u>	<u>Cr</u>	<u>Completed</u>	<u>Grade</u>
_____	CMM101- Media & Society	3	_____	_____
_____	CMM221- Introduction To Advertising	3	_____	_____
_____	JRN230- Journalism 1	4	_____	_____

<u>Semester</u>	<u>Required Upper Division Courses-21-23 Credit Hrs.</u>	<u>Cr</u>	<u>Completed</u>	<u>Grade</u>
_____	JRN315- Intro to Public Relations (PRI)	3	_____	_____
_____	JRN316- Advanced Public Relations (PRII)	3	_____	_____
_____	JRN317- Public Relations Publishing	3	_____	_____
_____	JRN347- Mass Media Ethics	3	_____	_____
_____	CMM353 - Theories of Persuasion	4	_____	_____
_____	CMM360 - Organizational Communication One	3	_____	_____

Select One of the Following:

_____	JRN332 - Journalism 2	4	_____	_____
_____	JRN314 - Feature Writing	4	_____	_____
_____	CMM319 - Electronic Media Writing	3	_____	_____

(See Reverse)

<u>Semester</u>	<u>Electives 9 Credit Hours (Select 3 Of The Following)</u>	<u>Cr</u>	<u>Completed</u>	<u>Grade</u>
_____	CMM104 - Public Speaking	3	_____	_____
_____	CMM431- Advertising Sales, Promotion	3	_____	_____
_____	CMM432- TV In American Culture	3	_____	_____
_____	CMM323 -Communication Technology	3	_____	_____
_____	CMM350- Media Research Methods	4	_____	_____
_____	CMM354- Communication Research Methods	4	_____	_____
_____	BUS325- Marketing	3	_____	_____
_____	JRN464- Press In America	3	_____	_____
_____	CMM357- Argumentation	3	_____	_____
_____	CMM450- Negotiation	3	_____	_____
_____	CMM355- Nonverbal Communication	3	_____	_____
_____	CMM359- Communication Among Cultures	3	_____	_____
_____	CMM451- Political Communication	3	_____	_____

Total (43-45 Credit Hours) _____

 -Grade less than C- are not accepted in Communication & Media Department Courses.
 -A 2.0 average in Communication & Media Department courses is required for degree application.

ADDITIONAL COURSES

An internship or fieldwork in P.R. is available and advisable, but cannot be used toward the major. It can be used as credit toward the 120 credits for graduation. Students who want an internship could take CMM490-Communication Internship OR JRN461-Legislative Gazette. Guidelines are similar to those now used for the Radio-Television major.

Students can take elective courses from other departments, with the approval of their adviser.

 Student _____ Date _____

Advisor _____ Date _____