



PUBLIC RELATIONS
 MAJOR PLAN-CODE 505-
 R
 40-44 Credit hours

Name: _____

Graduation Date: _____

Student I.D.#: _____

THE DEPARTMENT OF COMMUNICATION

SEMESTER	REQUIRED LOWER DIVISION COURSES - 10 CREDIT HOURS	COMPETED	GRADE
_____	CMM 104 – Public Speaking (3)	_____	_____
_____	DMJ 101 – Media and Society (3)	_____	_____
_____	DMJ 230 – Journalism 1 (4)	_____	_____

SEMESTER	REQUIRED UPPER DIVISION COURSES 16 CREDIT HRS.	COMPETED	GRADE
_____	CMM 315 – Introduction to Public Relations (3)	_____	_____
_____	CMM316 – Public Relations Campaigns (3)	_____	_____
_____	CMM 317 – Social Media and Public Relations (3)	_____	_____
_____	DMJ 312 – Multimedia Editing & Layout (3)	_____	_____

SEMESTER	SELECT ONE OF THE FOLLOWING WRITING COURSES:	COMPETED	GRADE
_____	CMM 456 – Proposals, Plans & Projects (4)	_____	_____
_____	DMJ 314 – Feature Writing (4)	_____	_____
_____	DMJ 332 – Journalism 2 (4)	_____	_____

SEMESTER	REQUIRED PERSUASION COURSE (SELECT ONE):	COMPETED	GRADE
_____	CMM 353 – Theories of Persuasion (4)	_____	_____
_____	*BUS 326 – Consumer Behavior (3)	_____	_____

SEMESTER	REQUIRED ETHICS COURSE (SELECT ONE):	COMPETED	GRADE
_____	DMJ 347 – Media Ethics (3)	_____	_____
_____	PHI 305 – Business Ethics (3)	_____	_____

SEMESTER	ELECTIVES: 6 CREDIT		
	*BUS271 – Legal Environment of Business (3)		
	*BUS325 – Marketing (3)		
	*BUS346 – International Business (3) - BUS250 is a required prereq		
	CMM354 – Communication Research Methods (4)		
	CMM355 – Nonverbal Communication (3)		
	CMM356 – Communication & Dissenting Voices (3)		
	CMM359 – Communication Among Cultures (3)		
	CMM360 – Organizational Communication I (3)		
	CMM450 – Negotiation (3)		
	CMM490 – Internship in Communication (2) and CMM491 Internship Seminar (1)		
	DMJ221 – Introduction to Advertising (3)		
	DMJ224 – Introduction to Media Programming & Management (3)		
	DMJ300 – Photojournalism (3)		
	DMJ319 – Writing for Digital Media (3)		
	DMJ350 – Media Research Methods (4)		
	DMJ434 – Global Media (3)		

1. Grades less than C- are not accepted in The Communication Department courses.
2. A 2.0 average in Communication Department courses is required for graduation.
3. A 2.5 average in Communication Department courses is required for degree application.

*Students who choose BUS courses to fulfill concentration requirements must meet all agreed-upon prerequisites. Please plan accordingly.

Public Relations students are encouraged to take advantage of Internship opportunities. Internship credits count as upper division credits towards graduation, but not as elective credits within the Public Relations Concentration.