



THE DEPARTMENT OF COMMUNICATION

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

Name: \_\_\_\_\_

Graduation Date: \_\_\_\_\_

Student I.D.#: \_\_\_\_\_

SEMESTER	REQUIRED LOWER DIVISION COURSES - 10 CREDIT HOURS	COMPETED	GRADE
_____	DMJ 101 – Media and Society (3)	_____	_____
_____	DMJ 221 – Introduction to Advertising (3)	_____	_____
_____	DMJ 230 – Journalism 1 (4)	_____	_____

SEMESTER	REQUIRED UPPER DIVISION COURSES 22-23 CREDIT HRS.	COMPETED	GRADE
_____	CMM 315 – Introduction to Public Relations (3)	_____	_____
_____	CMM316 – Advanced Public Relations (3)	_____	_____
_____	CMM 317 – Public Relations Publications (3)	_____	_____
_____	DMJ 347 – Media Ethics (3)	_____	_____
_____	CMM 353 – Theories of Persuasion (4)	_____	_____
_____	CMM 360 – Organizational Communication I (3)	_____	_____

SEMESTER	SELECT ONE OF THE FOLLOWING WRITING COURSES:	COMPETED	GRADE
_____	DMJ 332 – Journalism 2 (4)	_____	_____
_____	DMJ 314 – Feature Writing (4)	_____	_____
_____	DMJ 319 – Writing for Digital Media (3)	_____	_____

SEMESTER	ELECTIVES: 9-11 CREDIT HOURS (SELECT 3 OF THE FOLLOWING)	COMPETED	GRADE
_____	CMM 104 – Public Speaking (3)	_____	_____
_____	DMJ 431 – Advertising Sales, Promotion (3)	_____	_____
_____	DMJ 432 – TV In American Culture (3)	_____	_____
_____	DMJ 350 – Media Research Methods (4)	_____	_____

_____	CMM 354 – Communication Research Methods (4)	_____	_____
_____	BUS 325 – Marketing (3)	_____	_____
_____	DMJ 464 – Press In America (3)	_____	_____
_____	CMM 357 – Argumentation (3)	_____	_____
_____	CMM 450 – Negotiation (3)	_____	_____
_____	CMM 359 – Communication Among Cultures (3)	_____	_____
_____	CMM 451 – Political Communication (3)	_____	_____

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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.
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**SIGNATURES**

Student \_\_\_\_\_ Date \_\_\_\_\_

Degree Application Approval/Department Advisor \_\_\_\_\_ Date \_\_\_\_\_

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.