

State University of New York at New Paltz

This **eight-semester plan** (see [important details](#)) is intended to guide a first-year student through a four-year undergraduate career, with completion of an academic major and all college-wide degree requirements. The plan is designed as an **advising tool** – a starting point for careful discussions between a student and his/her academic adviser. In consultation, the student and adviser will adjust the plan to accommodate the student's prerequisite needs, transferred credits, and other such variables.

Students are responsible for reviewing their [Progress Reports](#) each semester to track their own progress toward degree requirements.

Communication Studies - Public Relations

Year 1

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
Gen Ed: Composition (COMP)	3	Gen Ed: Composition (COMP)	3
Gen Ed: Mathematical Inquiry (MATH)	3	Gen Ed: Natural Sciences (NSCI)	3
Gen Ed: United States Studies (USST)	3	Gen Ed: World Civilizations and Cultures (WRLD)	3
Gen Ed: The Arts (ART)	3	Gen Ed: Humanities (HUM)	3
CMM104 Public Speaking	3	DMJ210 Investigating Journalism	3
Total	15	Total	15

Year 2

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
Gen Ed: Foreign Languages (FLNG)	3	Gen Ed: Foreign Languages (FLNG)	3
Gen Ed: Natural Sciences (NSCI)	3	DMJ347 Media Ethics or PHI305 Business Ethics	3
Gen Ed: Western Civilization (WEST)	3	CMM316 Public Relations Campaigns	3
DMJ230 Journalism 1	4	CMM359 Communication Among Cultures (DIVR)	3
CMM315 Introduction to Public Relations	3	Elective - See Note 1	3
Total	16	Total	15

Year 3

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
DMJ312 Multimedia Copy Editing and Layout	3		
Gen Ed: Social Sciences (SSCI)	3	CMM353 Theories of Persuasion or BUS326 Consumer Behavior	3-4
Upper-division concentration elective - See Note 2	3	Upper-division major elective	3
Upper-division elective - See Note 1	3	Electives - See Note 1	9
Elective - See Note 1	3	Total	15-16
Total	15		

Year 4

Fall Semester		Spring Semester	
Course	Credits	Course	Credits
Major Elective or Internship - Note 3	3	CMM317 Social Media and Public Relations	3
Major Elective - Note 4	3	Major Elective - Note 4	3
Gen Ed: Writing Intensive (WI)	3	Elective	9
Elective	6	Total	15
Total	15		

Notes

In lieu of extra electives, students can opt to add a minor or a double concentration in Communication Studies.

Choose one of the following courses: [CMM456 Proposals, Plans & Projects](#), [DMJ314 Feature Writing](#)

An internship is optional. A maximum of 3 upper-division internship credits can be applied toward the major as elective credits.

Major electives (students who choose Business courses must meet all agreed-upon prerequisites; students who choose [CMM490](#) must also take [CMM491](#)): [BUS271 Legal Environment of Business](#), [BUS325 Marketing](#), [BUS346 International Business \(WRLD\)](#), [CMM354 Quantitative Communication Research Methods](#), [CMM355 Nonverbal Communication](#), [CMM356 Communication and Dissenting Voices](#), [CMM359 Communication Among Cultures \(DIVR\)](#), [CMM360 Organizational Communication I](#), [CMM450 Negotiation](#), [CMM455 Interpersonal Communication Seminar](#), [CMM490 Internship in Communication](#), [CMM491 Internship Seminar](#), [DMJ221 Introduction to Advertising](#), [DMJ224 Introduction to Media Programming](#)

[and Management](#), [DMJ300 Photojournalism I](#), [DMJ319 Writing for Digital Media](#),
[DMJ350 Media Research Methods](#), [DMJ434 Global Media](#)

Total Credits: 121-122