

Public Relations, BA (School of Communication) Checklist

General Education Requirements (41 cr)	
Students must complete English, Mathematics, and Speech requirements during the first 48 credit hours.	
English Composition: (6 cr - 2 courses)	
Mathematics: (3 cr)	
Oral Communication: (3 cr)	
Humanities: (10 cr-3 courses)	
Social Sciences: (6 cr -2 courses)	
Natural Sciences: (8 cr -2 courses)	
Area Studies/Cultural Diversity: (4 cr -2 courses)	
Physical Education/Wellness: (1 cr)	
College of Arts & Sciences Requirements (14 cr)	
Foreign Language: (14 cr-4 courses)	
101 Beginning I (4 cr)	
102 Beginning II (4cr)	
201 Intermediate I (3-4 cr)	
202 Intermediate II (3-4 cr)	
7700:221 Survey Deaf Culture America (<i>American Sign Language option only</i>)	
300/400 Upper Division Requirement: (40 cr)	
Minor (18 – 21 cr) Completion of a Minor or Second Major (not in Communication) or earned Associate Degree (minimum 18 credits)	

Public Relations Requirements (39 cr)	
15 Communication Core Credits and 24 Major Credits required.	
Communication Core: (15 cr)	
7600:101 Introduction to Communication (3 cr)	
7600:210 Multitplatform Production (3 cr)	
7600:245 Argumentation (3 cr)	
7600:384 Communication Research (3 cr)	
7600:499 Capstone in Communication (3 cr) or 7600:485 Honors Project in Communication (3 cr) or 7600:480 Internship at Senior Level (need 90 credits to qualify) (3 cr)	
Public Relations Core (12 cr):	
7600:219 Introduction to Public Relations (3 cr)	
7600:303 Public Relations Writing (3 cr)	
7600:404 Public Relations Cases (3 cr)	
7600:409 Public Relations Strategic Campaigns (3 cr)	
Public Relations Electives (12 credits from any 7600 courses not included above and not including 105 & 106: The following are strongly recommended.	
7600:209 Principles of Social Media (3 cr)	
7600:309 Public Relations Publications (3 cr)	
7600:405 Media Copywriting (3 cr)	
7600:406 Advanced Public Relations Theory (3 cr)	
Co-curricular activities (forensics, WZIP, ZTV, Buchtelite) are limited to a total of 3 credits to be applied to the elective.	
120 Credit Minimum	

Four Year Planning Worksheet

Semester:			Semester:		
Total			Total		
Notes:					

Semester:			Semester:		
Total			Total		
Notes:					

Semester:			Semester:		
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Semester:			Semester:		
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