



Bachelor of Arts in:
 Public Relations

For Students Following the:
 2016-2017 catalog

Name:
Student ID:
Catalog Year:

Version 1.1

REQUIRED FOUNDATION OF KNOWLEDGE COURSE (3 Hours)				
Course	Pre-req	Credits	Term	Grade
CMST101 OR CMST110	Public Speaking Intro to Communication Studies	 3 3		

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CORE COURSES (39 Hours)				
Course	Pre-req	Credits	Term	Grade
JOU 110 OR EMB 100	Introduction to Mass Communication Media Literacy	 3 3		
JOU 220	News Writing	ENG 101	3	
CMST220	Interpersonal Communication	CMST101 or 110	3	
CMST303	Organizational Communication	CMST101 or 110	3	
CMST340 OR JOU370	Strategies of Persuasion Advertising	CMST101 or 110 EMB 110 or JOU 110	 3 3	
PRE 375	Principles of Public Relations	EMB 100 or JOU 110 & JOU 220	3	
PRE 376	Public Relations Writing	PRE 375 (pre-req or co-req)	3	
PRE 377	Public Relations Case Studies & Campaigns	PRE 375	3	
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	3	
PRE 385 OR CMST300	Publics Relations Research Methods Research Methods in Comm Studies	PRE 375 CMST 101 or 110	 3 3	
PRE 394 OR ELECTIVE	Special Topics in Public Relations CMST, EMB, JOU, MIN, or POP 300-400 Level Elective	 see catalog	 3 3	
PRE 400	PR Planning & Account Management	PRE 375	3	
PRE 410 OR CMST370 OR JOU 321	Electronic Public Relations Advanced Public Speaking Digital Publishing	PRE 376 CMST101 or 110 EMB 100 or JOU 110	 3 3 3	

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APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One				
Course	Pre-req	Credits	Term	Grade
PRE 396	Public Relations Internship	PRE 376	3	
PRE 499	Independent Study: Public Relations	Junior Standing or Instructor Consent	3	

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Students must earn a grade of C- and 2.0 GPA in all courses that apply to the major. Please consult with your advisor and the appropriate University Course Catalog for all other degree requirements.

ALSO: JOU 110 and EMB 100 should not be used to fulfill Foundation of Knowledge requirements