

Communication/Public Relations: Strategic Public Relations, B.A.

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Course	Title	Hour
Freshman		
Fall		
COMM 1000 (48C:001)	Oral Communication (or equivalent)	3
ENGLISH 1005 (620:005)	College Writing and Research	3
Liberal Arts Core/Electives		9
Hours		15
Spring		
COMM COR 1010 (48J:002)	Mass Communication and Society	3
Liberal Arts Core/Electives		12
Hours		15
Sophomore		
Fall		
COMM DM 1620	Fundamentals of Journalism	3
COMM PR 1811 (48P:005)	Principles of Public Relations	3
Liberal Arts Core/Electives		6
ECON 1031 Introduction to Economics or ECON 1041 Principles of Macroeconomics		3
Hours		15
Spring		
COMM 3055 (48C:132)	Organizational Communication	3
COMM COR 2020 (48C:080)	Communication Research Methods	3
ACCT 2120 (120:030)	Principles of Financial Accounting	3
Liberal Arts Core/Electives		6
Hours		15
Junior		
Fall		
COMM COR 4124 (48C:124)	Communication Theories	3
COMM DM 2653	News Writing for Media	3
COMM PR 3855 (48P:173)	Public Relations Writing	3
MKTG 2110 (130:101)	Principles of Marketing	3
Liberal Arts Core/Electives		3
Hours		15
Spring		
COMM 3155 (48C:173)	Business and Professional Oral Communication	3
COMM DM 4630/5630	Journalism, Law, and Ethics	3
COMM PR 4855/5855 (48P:182g)	Public Relations Campaign Methods	3
MKTG 3113/5113 (130:106g)	Consumer Behavior	3
Liberal Arts Core/Electives		3
Hours		15
Senior		
Fall		
COMM DM 3659	Editing and Design	3

COMM PR 4811/5811 (48P:188g)	Public Relations: Cases and Studies	3
MGMT 3153 (150:153)	Organizational Management	3
Liberal Arts Core/Electives		6
Hours		15
Spring		
COMM PR 3900/5900 (48P:197g)	Internship in Public Relations (or COMM PR 3179 Cooperative Education)	3
COMM PR 4822/5822 (48P:170g)	Global Public Relations (or COMM PR 3844 Public Relations Integrated Communications)	3
University Electives		9
Hours		15
Total Hours		120