

School of Communication & Media Curriculum

Public Relations Major (PR) Fall 2019

updated 6/1/19

Lower Division SOCM Major Requirements (18 Hours)		(completed)	(semester taken/planning)
COM 2020*	CSI:COM Sources & Investigations		
COM 2033*	Visual Communication		
COM 2129*	Public Speaking		
COM 2135*	Writing for Public Communication		
COM 2240*	Communication Law, Ethics and Diversity		
*Must have 2.75 adjusted GPA in the above 5 lower division SOCM courses and pass (78%) a grammar test to apply to be a SOCM major.			
COM 2230*	Introduction to Mass Communication		

The courses listed below are difficult, upper-level courses that should be carefully scheduled based on prerequisites.

Your capstone (PR 4465) is intended to be taken your final semester before graduation.

Upper Division PR Major Requirements (21 Hours)		(completed)	(semester taken/planning)
PR 3335	Public Relations Principles		
PR 3355	Public Relations Cases		
PR 3375	Public Relations Writing		
COM 3435	Communication Research Methods		
COM 4480	Communication Theory		
PR 4460	Crisis Communication		
PR 4465	Public Relations Campaigns		

Upper Division PR Major Electives (choose four) (12 hours)		(completed)	(semester taken/planning)
PR 3380	Public Relations Strategies & Tactics		
PR 3385	International Public Relations		
PR 3429	Persuasion Methods & Strategies		
PR 4210	Social Media for Strategic Communication		
PR 4405	Digital Publication Design		
PR 4415	Topics in Public Relations		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		
COM 3350	Editing for Today's Media		
COM 3398	Internship in Communication (3 hours)		
JOUR 3310	Concepts in New Media		
JOUR 3330	News Reporting and Writing		
JOUR 3340	Digital Media Production		
JOUR 4420	Advanced Media Writing		
JOUR 4470	Media Law		

Additional courses on back.

Upper Division SOCM Electives (choose one) (3 hours)

Students may choose from the recommended list below or any COM, JOUR, MENT, PR, ORGC course not previously applied.

Please take into account any prerequisites required.

These courses may also be taken as Free Electives.

		(completed)	(semester taken/planning)
JOUR 3310	Concepts in New Media		
COM 3315	Interviewing		
COM 3320	Health Communication		
ORGC 3326	Intercultural Communication		
JOUR 3330	News Reporting and Writing		
JOUR 3340	Digital Media Production		
COM 3350	Editing for Today's Media		
JOUR 3360	Photojournalism		
ORGC 3376	Interpersonal Communication		
PR 3380	PR Strategies & Tactics		
PR 3385	International Public Relations		
PR 3429	Persuasion Methods & Strategies		
COM 4100	Directed Applied Research		
PR 4210	Social Media for Strategic Communication		
JOUR 4420	Advanced Media Writing		
COM 4400	Directed Study		
PR 4405	Digital Publication Design		
PR 4415	Topics in Public Relations		
ORGC 4440	Leadership Communication		
MENT 4444	Film & Video Structure & Process		
COM 4490	Special Topics in Communication		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		
JOUR 4470	Media Law		

Related Studies (12 Hours)

Minor: _____ Certificate: _____

Any upper division course work (3000-4000) level OUTSIDE of SOCM.

		(completed)	(semester taken/planning)

Free Electives (12 Hours)

Any course (1000-4000) in the university curriculum (including SOCM) passing with a D or better and not applied elsewhere.

		(completed)	(semester taken/planning)

TOTAL PROGRAM HOURS: 120