

School of Communication & Media Curriculum

Public Relations Major (PR) Fall 2022

updated 6/14/2022

Lower Division SOCM Major Requirements (18 Hours)		(completed)	(semester taken/planning)
COMM 2020*	CSI: Communication Sources & Investigations		
COMM 2033*	Visual Communication		
COMM 1100*	Public Speaking		
COMM 2135*	Writing for Public Communication		
COMM 2240*	Communication Law, Ethics and Diversity		
<i>*Must have 2.75 adjusted GPA in the above 5 lower division SOCM courses to apply to be a SOCM major.</i>			
COMM 2230	Introduction to Mass Communication		

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

Your capstone (PR 4465) should be taken your final semester before graduation.

Upper Division PR Major Requirements (18 Hours)		(completed)	(semester taken/planning)
COMM 3435	Communication Research Methods		
PR 3335	Public Relations Principles		
PR 3355	Public Relations Cases		
PR 3375	Public Relations Writing		
PR 4460	Crisis Communication		
PR 4465	Public Relations Campaigns (Capstone)		

Upper Division PR Major Electives (choose five) (15 hours)		(completed)	(semester taken/planning)
COMM 3340	Digital Media Production		
COMM 3350	Editing for Today's Media		
COMM 3398	Internship in Communication (3 hours)		
JOUR 3310	Concepts in New Media		
JOUR 3330	News Reporting and Writing		
JOUR 4420	Advanced Media Writing		
JOUR 4470	Media Law		
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 4425	Media Relations		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		

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)
COMM 3315	Interviewing		
COMM 3320	Health Communication		
COMM 3340	Digital Media Production		
COMM 3350	Editing for Today's Media		
COMM 3398	Internship in Communication		
COMM 4100	Directed Applied Research		
COMM 4400	Directed Study		
COMM 4490	Special Topics in Communication		
COMM 4499	Senior Thesis		
JOUR 3310	Concepts in New Media		
JOUR 3330	News Reporting and Writing		
JOUR 3360	Photojournalism		
JOUR 4420	Advanced Media Writing		
JOUR 4470	Media Law		
ORGC 3326	Intercultural Communication		
ORGC 3376	Interpersonal Communication		
ORGC 4440	Leadership Communication		
PR 3380	PR Strategies & Tactics		
PR 3385	International Public Relations		
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		

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