

School of Communication & Media Curriculum

Public Relations Major (Fall 2016)

Updated 5/20/2016

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 2230*	Introduction to Mass Communication		
*Must have 2.75 adjusted GPA in all 5 lower division SOCM courses and pass a writing test to apply to be a SOCM major.			
ICT 2101	Informatics: Computers and Your World		

These 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 SOCM Major Requirements (6 hours)			
		(completed)	(semester taken/planning)
COM 3435	Communication Research Methods		
COM 4480	Communication Theory <i>PreReq: COM 3435</i>		

Public Relations Major Requirements (15 hours)			
		(completed)	(semester taken/planning)
PR 3335	Public Relations Principles		
PR 3355	Public Relations Cases <i>PreReq: PR 3335</i>		
PR 3375	Public Relations Writing <i>PreReq: PR 3335</i>		
PR 4460	Crisis Communication <i>PreReq: COM 3435 & 60 hrs</i>		
PR 4465	PR Campaigns(Capstone) <i>PreReq: COM 3435, PR 3375, 90 hrs</i>		

Choose <i>Four</i> Public Relations Major Electives (12 hours)			
		(completed)	(semester taken/planning)
JOUR 3330	News Reporting and Writing		
JOUR 3340	Digital Media Production <i>PreReq: (COM 2230 OR COM 2205) & ICT 2101</i>		
COM 3350	Editing for Today's Media		
PR 3380	PR Strategies and Tactics <i>PreReq: PR 3335</i>		
PR 3385	International Public Relations <i>PreReq: PR 3335</i>		
PR 3429	Persuasion Methods and Strategy		
PR 4210	Social Media for Strategic Communication <i>PreReq: PR 3335 or COM 3330</i>		
PR 4405	Digital Publication Design		
PR 4415	Topics in Public Relations <i>PreReq: PR 3335</i>		
PR 4495	Public Relations Study Tour <i>PreReq: PR 3335</i>		
PR 4605	Magazine Media <i>PreReq: PR 3375 or COM 3330 or PR 4405</i>		
PR 4670	Crisis Leadership Communication <i>PreReq: COM 3435</i>		

««Advising Checkpoint»» *Make sure none of the classes marked in this section are used below as upper division major elective courses.*

Choose One SOCM Upper Division Elective Course (3 hours)

NOTE: Choose hours from any SOCM course not previously taken or required elsewhere in the major. Please take into account any prerequisites required.

		(completed)	(semester taken/planning)
COM 3315	Interviewing		
COM 3320	Health Communication		
COM 3325	Intercultural Communication		
COM 3350	Editing for Today's Media		
COM 3376	Interpersonal Communication		
COM 3398	Internship (3 credit hrs)		
COM 4100	Directed Applied Research		
COM 4400	Directed Study		
COM 4440	Leadership Communication		
COM 4490	Special Topics in Communication		
PR 3429	Persuasion Methods and Strategies		
PR 3380	PR Strategies and 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 4460	Crisis Communication		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		
JOUR 3310	Concepts in New Media		
JOUR 3330	News Reporting and Writing		
JOUR 3340	Digital Media Production		
JOUR 3360	Photojournalism PreReq: JOUR 3340		
JOUR 4420	Advanced Media Writing PreReq: JOUR 3330		

««Advising Checkpoint»» Be sure these classes have not been used above with major electives.

««Advising Checkpoint»» 24 of 36 hours of upper division SOCM electives must be taken at KSU.

Related Studies (12 hours total): Minor? _____ Certificate? _____

****Select 12 hours of upper division course work (3000-4000 level) OUTSIDE OF SOCM.**

These hours do not have to be taken in a single discipline, but should be related to a particular interest or career goal.

Students should determine PreReqs for upper-division elective courses and take them as free electives.

** Contact School of Formal Minor or Certificate Program to complete necessary paperwork.

		(completed)	(semester taken/planning)

««Advising Checkpoint»» Are all of these classes 3000 or 4000 level? Outside of SOCM?

««Advising Checkpoint»» Formal minor or certificate? Send student to that department for advising

Free Electives (12 hours total):

**Any course (1000-4000) in the university curriculum (including SOCM) D or better.

**May combine 1- or 2-hour courses to total 12 hours total in this section.

		(completed)	(semester taken/planning)

