

**DEPARTMENT OF COMMUNICATION AND NEW MEDIA**  
**MAJOR: COMMUNICATION STUDIES (PUBLIC RELATIONS CONCENTRATION) (39 HOURS)**

MINOR NOT REQUIRED

NO ADDITIONAL HOURS REQUIRED

<b>COMMUNICATION STUDIES MAJOR REQUIREMENTS (39 HOURS)</b>				
	COURSE NAME	HRS	TERM	PREREQUISITES
COMM 220	DIGITAL MEDIA CONVERGENCE	3	FALL, SPRING	
COMM 310	DIGITAL MEDIA WRITING (WI3)	3	FALL, SPRING	COMM 220 or Permission from Instructor
COMM 320	MEDIA OPERATIONS AND MANAGEMENT	3	SPRING	
COMM 380	COMMUNICATION THEORY (WI3)	3	SPRING	ENGL 102, COMM 220, and COMM 310
COMM 480	LEGAL AND ETHICAL ISSUES IN MASS MEDIA	3	FALL	COMM 220 and COMM 310
SELECT	CONTENT CONCENTRATION (PUBLIC RELATIONS)	24	SEE BELOW FOR ADDITIONAL INFORMATION	SEE BELOW FOR PREREQUISITES
<b>TOTAL MAJOR HOURS</b>		<b>39</b>		

<b>PUBLIC RELATIONS CONCENTRATION (24 HOURS)</b>				
	COURSE NAME	HRS	TERM	PREREQUISITES
COMM 313	PRINCIPLES OF PUBLIC RELATIONS	3	FALL	COMM 220 or Permission from Instructor
COMM 314	PUBLIC RELATIONS COPY WRITING (WI3)	3	FALL	COMM 220 and COMM 310
COMM 315	PUBLIC RELATIONS TECHNIQUES	3	SPRING	COMM 313 and COMM 314
COMM 370	INTRODUCTION TO COMPUTER GRAPHICS	3	FALL, SPRING	COMM 220 or Permission from Instructor
COMM 449	PUBLIC RELATIONS PORTFOLIO	3	SPRING	COMM 313, COMM 314, and COMM 315 or Permission from Instructor
COMM 491	INTERNSHIP I (PRE)	3	FALL, SPRING, and SUMMER	21 Major/Concentration Credit Hours Completed or Permission from Instructor
MRKT 300	PRINCIPLES OF MARKETING (WI3)	3	FALL, SPRING	
CHOOSE ONE	SELECT ANY 3 CREDIT HOURS FROM THE FOLLOWING:			
COMM 255	PHOTOGRAPHY	3	FALL, SPRING	COMM 220 or Permission from Instructor
COMM 285	COMMUNICATION IN SPORT (cross-listed with SPMG 285) (WI3)	3	FALL, SPRING	
COMM 375	LAYOUT AND DESIGN (cross-listed with JOUR 375)	3	FALL	COMM 370
COMM 417	THE KENNEDYS' USE OF MEDIA AND PUBLIC RELATIONS	3	SPRING	
MRKT 304	ADVERTISING AND PROMOTION	3	SPRING (ODD YEARS)	MRKT 300
<b>TOTAL CONCENTRATION HOURS</b>		<b>24</b>		

*NOTE: HONR 400 and /or HONR 401 may be used to fulfill three hours of the concentration requirement*