

COMMUNICATION STUDIES: PUBLIC RELATIONS, BA

| Code | Title | Credits |
|---|--|-----------|
| Communication Studies Core Courses | | |
| COMM 200 | Small Group Communication | 3 |
| COMM 220 | Storytelling in Modern Communication | 3 |
| COMM 288 | Communication Studies Seminar | 3 |
| COMM 310 | Persuasion | 3 |
| COMM 330 | Mass Media and Society | 3 |
| Required Public Relations Courses | | |
| COMM 114 | Essentials of Single Camera Field Production | 3 |
| COMM 210 | Introduction to Public Relations | 3 |
| COMM 260 | Media Writing | 3 |
| COMM 301 | Risk and Crisis Communication | 3 |
| COMM 360 | Organizational Communication | 3 |
| COMM 403 | Professional Presentations | 3 |
| COMM 455 | PR Cases & Campaigns | 3 |
| COMM 499 | Internship in Communication Studies | 3 |
| PSYC 200 | Statistics for the Behavioral Sciences | 3 |
| PSYC 200L | Statistics for the Behavioral Sciences Lab | 1 |
| Public Relations Electives | | |
| Select three courses from two different disciplines: | | 9 |
| ART 240 | Concepts of Graphic Communication | |
| COMM 305 | Principles of Health Communication | |
| COMM 320 | Graphics for Television, Film and New Media | |
| COMM 340 | Documentary Production | |
| COMM 460 | Transmedia Storytelling | |
| ENG 204 | Introduction to Journalism | |
| ENG 331 | Business Communications | |
| ENG 360 | Scientific & Technical Writing | |
| ENG 410 | Advanced Journalism | |
| ENG 420 | Copy Editing | |
| ENG 460 | Writing and New Media | |
| MKTG 301 | Principles of Marketing | |
| MKTG 331 | Principles of Selling | |
| MKTG 391 | Consumer Behavior | |
| MKTG 451 | Introduction to Digital Marketing | |
| Total Credits | | 52 |