

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
SOCI 315	Applied Social Research	3
or JUAD 398	Pro-Seminar	
Public Relations Electives		
Select three courses from two different disciplines:		9
ART 240	Concepts of Graphic Communication	
COMM 230	Interpersonal and Cross-Cultural Communication	
COMM 305	Principles of Health Communication	
COMM 340	Documentary Production	
COMM 460	Transmedia Storytelling	
ENG 204	Introduction to Journalism	
ENG 331	Business Communications	
ENG 360	Scientific & Technical Writing	
ENG 460	Writing and New Media	
MKTG 301	Principles of Marketing	
MKTG 391	Consumer Behavior	
MKTG 411	Integrated Marketing Communications (IMC)	
MKTG 351	Introduction to Digital Marketing	
Total Credits		51