

PUBLIC RELATIONS Curriculum Guide

BACHELOR OF SCIENCE

FRESHMAN 1ST TERM

COURSE	TITLE	HOURS
ENC 1101	Freshmen Comm. Skills I	3
JOU 1112	Use of Information Resources	3
POS 2041	American National Government or	3
AMH 2020	U.S. History 1865 to Present	
SLS 1101	First Year Experience - College Transition	2
MGF 1106	Liberal Arts 1 or compliant alternative	3
SEMESTER HOURS		14

FRESHMAN 2ND TERM

COURSE	TITLE	HOURS
ENC 1102	Freshmen Comm. Skills II	3
HUM 2210	Historical Survey 1 or Compliant Alternative	3
POS 2112	State & Local Government	3
GRA 1433	Basic Design & Web Applications	2
MGF 1107	Liberal Arts 2 or compliant alternative	3
SEMESTER HOURS		14
YEAR 1 TOTAL		28

SOPHOMORE 1ST TERM

COURSE	TITLE	HOURS
PUR 3000	Intro to Public Relations	3
GRA 1111	Principles of Graphic Design	3
MMC 2920	Professional Dev. Colloquium	1
JOU 1040	Language Skills for Media Professional	3
MMC 2000	Introduction to Mass Media	3
EVR 1001	Intro to Environmental Science or alternative	3
SEMESTER HOURS		16

SOPHOMORE 2ND TERM

COURSE	TITLE	HOURS
JOU 2100C	Reporting & Writing I	3
RTV 2520	Visual Storytelling	3
HUM 2230	Historical Survey 2 or Compliant Alternative	3
SPC 2608	Public Speaking or Approved Alternative	3
BSC 1005	Biological Science or compliant alternative	3
SEMESTER HOURS		15
YEAR 2 TOTAL		31

JUNIOR 1ST TERM

COURSE	TITLE	HOURS
RTV 2230	Multimedia Oral Engagement	3
JOU 3101C	Reporting & Writing II	3
PUR 3622	Social Media/Data Analytics	2
MAR 3023	Principles of Marketing	3
SYG 2000	Introduction to Sociology or Compliant Alternative	3
SEMESTER HOURS		14

JUNIOR 2ND TERM

COURSE	TITLE	HOURS
LIT 2110	Introduction to Literature or Approved AML Course	3
JOU 4342C	Reporting & Writing III	3
PUR 3490	Integrated Marketing Communication	3
PSY 2012	Introduction to Psychology or Compliant Alternative	3
PUR 4500	PR Research & Strategies	3
SEMESTER HOURS		15
YEAR 3 TOTAL		29

SENIOR 1ST TERM

COURSE	TITLE	HOURS
AMH 2010	U.S. History 1492 - 1865	3
AMH 2020		
MMC 3254	Entrepreneurship, Leadership & Innovation	3
MMC 4481	Communication Law & Media Ethics	3
MMC 4945	Internship	1
PHI 2101	Introduction to Logic or REL compliant course	3
PUR 4800	PR Agency	3
SEMESTER HOURS		16

SENIOR 2ND TERM

COURSE	TITLE	HOURS
AFA 3104	African American Experience or AMH 2091	3
LIT 2110	Introduction to Literature or Approved AML Course	3
ECO 2013	Principles of Economics I	3
GEO 3421	Cultural Geography OR GEA OR GEO	3
MMC 3603	Strategic Communication	3
MMC 4922	Senior Capstone Colloquium	1
SEMESTER HOURS		16
YEAR 4 TOTAL		32

CURRICULUM TOTAL ▶ 120

Effective Fall 2022