

PUBLIC RELATIONS

BACHELOR OF SCIENCE

120 Credit Hour Curriculum Guide

| 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 1130 | Mathematical Thinking in Context | 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 1131 | Mathematics in Context | 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 approved 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 2024