

# Bachelor of Science in Public Relations Course Guideline (Effective Fall 2024)

V.3.5.2020

FIRST NAME: \_\_\_\_\_

LAST NAME: \_\_\_\_\_

STUDENT ID: \_\_\_\_\_

FRESHMAN 1ST TERM	HRS	GR	SEM	YR
ENC 1101 - Freshman Comm. Skills I	3			
GRA 1433 - Basic Design & Web Applications	2			
Mathematics: (Recommended: MGF 1130)	3			
POS 2041 - American National Government or POS 3063 - American Constitution	3			
HUM 2210 Historical Survey I or equivalent alt	3			
SLS 1101 First Year Exp or College Transition	2			
<b>SUBTOTAL HOURS</b>	<b>16</b>			

FRESHMAN 2ND TERM	HRS	GR	SEM	YR
ENC 1102 - Freshman Comm. Skills II	3			
HUM 2230 Historical Survey II or equivalent alternative	3			
Mathematics: (Recommended: MGF 1131)	3			
POS 2112 - State & Local Government <i>(Do not substitute for this course).</i>	3			
GRA 1111 - Principles of Graphic Design	3			
<b>SUBTOTAL HOURS</b>	<b>15</b>			

SOPHOMORE 1ST TERM	HRS	GR	SEM	YR
GEO 3421 - Cultural Geography OR GEA OR GEO	3			
JOU 1040 - Language Skills for Media Prof <i>(Pre-req: ENC 1101 &amp; ENC 1102 with minimum B average OR ENC 1101 &amp; ENC 1102 with C/S and minnum B in ENC 2300 Effective Fall 2020.)</i>	3			
PUR 3000 Intro to Public Relations	3			
MMC 2920 Professional Development Colloquium	1			
MMC 2000 - Introduction to Mass Media	3			
Natural Science - (Recommended: BOT 1010 or EVR 1001)	3			
<b>TOTAL HOURS</b>	<b>16</b>			

SOPHOMORE 2ND TERM	HRS	GR	SEM	YR
JOU 2100C - Reporting & Writing I <i>(Pre-req: JOU 1040)</i>	3			
RTV 2520 Visual Storytelling	3			
SYG 2000 Intro to Sociology or equivalent alternative	3			
Natural Science - (Recommend: BOT1010 or EVR1001)	3			
SPC 2600/1608/2608 Public Speaking or Speech	3			
<b>TOTAL HOURS</b>	<b>15</b>			

JUNIOR 1ST TERM	HRS	GR	SEM	YR
RTV 2230 Multimedia Oral Engagement	3			
JOU 3101C - Reporting & Writing II <i>(Pre-req: JOU 2100C)</i>	3			
MAR 3023 - Principles of Marketing	3			
PUR 3490 Integrated Marketing Communications	3			
PSY 2012 - Introduction to Psychology or equivalent alternative	3			
<b>SUBTOTAL HOURS</b>	<b>15</b>			

JUNIOR 2ND TERM	HRS	GR	SEM	YR
AML 2010/AML 4610	3			
JOU 4342C - Reporting & Writing III <i>(Pre-req: JOU 3101C)</i>	3			
MAR 4323 - Principles of Advertising <i>Pre-req MAR 3023</i>	3			
PUR 4500 PR Research & Strategies	3			
AMH 2020 US History 1865 to Present	3			
<b>SUBTOTAL HOURS</b>	<b>15</b>			

SENIOR 1ST TERM	HRS	GR	SEM	YR
PUR 3622 Social Media/ Data Analytics	2			
MMC 3254 <i>Entrepreneurship, Leadership &amp; Innovation</i>	3			
MMC 4481 Communication Law & Media Ethics <i>(Junior Standing)</i>	3			
MMC 4945 - Internship <i>(Pre-req: JOU 2100C &amp; Permission from Internship Coordinator)</i>	1			
PHI or REL Course	3			
PUR 4800 - PR Agency	3			
<b>TOTAL HOURS</b>	<b>15</b>			

SENIOR 2ND TERM	HRS	GR	SEM	YR
AFA 3104/AMH 2091	3			
ECO 2013 - Principles of Economics I	3			
LIT 2110/2120 - Introduction of Literature I or II	3			
MMC 3603 Strategic Communication	3			
MMC 4922 <i>Senior Capstone Colloquium</i>	1			
JOU 1112 Use of Information Resouces	3			
<b>TOTAL HOURS</b>	<b>16</b>			

**HOURS REQUIREMENT DASHBOARD**

Credits Transferred In = \_\_\_\_\_ S

GRAND TOTAL HOURS = \_\_\_\_\_

HOURS NEEDED TO GRADUATE = 120

Courses Taken Will Not Count Towards Degree	HRS	GR	SEM	YR
	<b>0</b>			

\_\_\_\_\_  
Student's Signature - Date

\_\_\_\_\_  
Advisor's Signature Date

\_\_\_\_\_  
Division Director's Signature Date

\_\_\_\_\_  
Associate Dean's Signature Date

\_\_\_\_\_  
Dean's Signature Date