

# Department of Communication Requirements for the Major

## Public Relations Concentration (39 credits)

This concentration offers preparation to formulate effective principles of public relations to interface with a variety of public through a variety of media.

### Core Curriculum (18 credits)

- \_\_\_\_\_ CMST 111 GE: Introduction to Communication (3 credits)
- \_\_\_\_\_ CMST 126 GE: Introduction to Mass Media (3 credits)
- \_\_\_\_\_ CMST 250: Analysis of Communication Theory (3 credits)\*
- \_\_\_\_\_ CMST 310: Intercultural Communication (3 credits)\*
- \_\_\_\_\_ CMST 365: Communication Research (3 credits)\*
- \_\_\_\_\_ CMST 495: Senior Seminar in Communication Studies (3 credits)\*

### Concentration Curriculum (21 credits)

- \_\_\_\_\_ ENGL 205: Workplace Writing (3 credits)
- or
- \_\_\_\_\_ ENGL 215: News Reporting and Writing (3 credits)
- \_\_\_\_\_ CMST 255: Introduction to Public Relations (3 credits)
- \_\_\_\_\_ ENGL 305: Professional Writing: PR
- \_\_\_\_\_ CMST 355: Public Relations Theory (3 credits)\*

*Plus choose any three CMST 300/400 level courses, or choose two CMST 300/400 level courses and one of the following ENGL courses: ENGL 306: Professional Writing: Advertising\*; ENGL 307: Professional Writing: World Wide Web\*; ENGL 315: Multimedia Journalism\*; ENGL 316: Print Journalism II: Magazines\*; ENGL 317: Reviewing the Arts for Newspapers and Magazines\*; ENGL319: Writing Creative Non-Fiction\*; ENGL 320: Electronic Creative Writing\**

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\*Course has prerequisites that can be found in the Undergraduate Catalogue.

\*\*Students must complete 42 credits of “Advanced Coursework” in order to graduate, defined as any 300-level course, any 400-level course, or any 200-level course that has two prerequisites.