

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**

*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.