

ABOUT THE PUBLIC RELATIONS DEGREE:

The BA program in Public Relations combines traditional courses in writing and public relations theory with courses invoking critical thought about the pervasive impact of social media within the business environment. Students will not only explore the demands of the global economy but will address issues impacting the local community and the non-profit venue as a result of our experiential learning philosophy.

STEP 1:**Prerequisites to Major:**

Course	Semester	Credits	Grade
COM 100*		3	
PRS 100		3	

Major Requirements:

PRS 320		3	
PRS 340		3	
PRS 441*		3	
PRS 477		3	
COM 381		3	
JOR/PRS 341		3	
WRT/PRS 331		3	
Choose three courses (9 credits) from one of the following categories:			
<i>Entrepreneurial-</i> COM 202, 302, 351, 402; INE 140G*, 449; MGT 341; MKT 265, 468; WRT 227*, 235, 290			
<i>Event Management-</i> ART 204, 213; COM 202, 221, 251, 302, 351, 445; PRS 200; WRT 227*, 235, 290			
<i>Social Media-</i> ART 204; COM 202, 246, 346, 446; PRS 300, 360; PRS/COM 442; WRT 227*, 235, 290			
		3	
		3	
		3	

30 credits at the 300-level or higher
(major and general education courses may fulfill this requirement)

Course	Credits	Course	Credits

Free elective credits
(to meet the 120 credits required for graduation):

Course	Credits	Course	Credits

*Course approved for general education credit

Please note: Students must achieve 2.50 major GPA and 2.50 cumulative GPA or higher in order to graduate.

GENERAL EDUCATION GUIDELINES: General education is 40 credits. Each of the twelve outcomes (A1-D1) must be met by at least 3 credits. A single course may meet more than one outcome, but cannot be double counted towards the 40 credit total. At least one course must be a Grand Challenge (G). No more than twelve credits can have the same course code (note- HPR courses may have more than 12 credits). General education courses may also be used to meet requirements of the major or minor when appropriate.

STEP 2:

General Education Credit Count			
At least 40 credits, no more than 12 credits with the same course code.			
Course	Cr.	Course	Cr.
		Total Gen Ed credits	40

STEP 3:

General Education Outcome Audit	
	Course
KNOWLEDGE	
A1. STEM	
A2. Social & Behavioral Sciences	
A3. Humanities	
A4. Arts & Design	
COMPETENCIES	
B1. Write effectively	
B2. Communicate effectively	
B3. Mathematical, statistical, or computational strategies	
B4. Information literacy	
RESPONSIBILITIES	
C1. Civic knowledge & responsibilities	
C2. Global responsibilities	
C3. Diversity and Inclusion	
INTEGRATE & APPLY	
D1. Ability to synthesize	
GRAND CHALLENGE	
G. Check that at least one course of your 40 credits is an approved "G" course	

SEE OPPOSITE SIDE FOR PROGRAM REQUIREMENTS.

NOTE: This worksheet sheet is a snapshot of your entire curriculum. You must work with your advisor each term to discuss requirements to keep you on course for timely progress to complete this major. Official requirements for graduation are listed in the University Catalog.

Please note: Students must achieve 2.50 major GPA and 2.50 cumulative GPA or higher in order to graduate.