

**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	
<b>Choose three courses (9 credits) from any of the following:</b>			
<i>Entrepreneurial-</i> COM 351, 402; INE 140G*, 449; MGT 341; MKT 265, 468; WRT 227*			
<i>Event Management-</i> ART 213, 214, 215; COM 202; PRS 200; WRT 235			
<i>Social Media-</i> ART 204; COM 246, 321G*, 346; PRS 300, 360; PRS/COM 442; WRT 290			
		3	
		3	
		3	

Students must receive a 2.50 or better GPA in COM 100 and PRS 100.

**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 2.00 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
<b>KNOWLEDGE</b>	
A1. STEM	
A2. Social & Behavioral Sciences	
A3. Humanities	
A4. Arts & Design	
<b>COMPETENCIES</b>	
B1. Write effectively	
B2. Communicate effectively	
B3. Mathematical, statistical, or computational strategies	
B4. Information literacy	
<b>RESPONSIBILITIES</b>	
C1. Civic knowledge & responsibilities	
C2. Global responsibilities	
C3. Diversity and Inclusion	
<b>INTEGRATE &amp; APPLY</b>	
D1. Ability to synthesize	
<b>GRAND CHALLENGE</b>	
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 2.00 cumulative GPA or higher in order to graduate.**