

PUBLIC COMMUNICATION, BA (120 credit hours)



Effective Fall 2009

NAME	AU ID	Second Major or Minor
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UNIVERSITY ENGLISH AND MATHEMATICS- Grade of C or better required

English: (6 Credit Hours)				Mathematics: (3 Credit Hours)			
Course	Semester	Grade	Credit Hours	Course	Semester	Grade	Credit Hours
LIT 100							
LIT 101				Math Equivalency Test _____			
English Competency Exam (Transfer Students Only)							

UNIVERSITY GENERAL EDUCATION

Grade of D or better required. Courses may be taken Pass/Fail, unless required for Major or Minor. Major and Minor classes must be A-F

A foundation and second-level course is required in each of the five areas (Use DARS as a tool to ensure second-level course is chosen from the correct cluster)

Course	Semester	Grade	Credit Hours	Course	Semester	Grade	Credit Hours
The Creative Arts							
1:1				1:2			
Traditions that Shape the World							
2:1				2:2			
Global and Multicultural Perspectives							
3:1				3:2			
Social Institutions and Behavior							
4:1				4:2			
The Natural Sciences							
5:1				5:2			

COMMUNICATION RELATED REQUIREMENT- Grade of C or better required

Course	Semester	Grade	Credit Hours	Course	Semester	Grade	Credit Hours
U.S History (approved list in Rm 300)				ECON _____			

AP, IB or CLEP CREDITS– Up to 30 hours will be accepted, based upon exit exam scores submitted to admissions office

A GRADE OF C OR BETTER IS REQUIRED FOR ALL COMMUNICATION COURSES

Thirty-six credit hours in Communication are required. A minimum of 80 credit hours of course work outside Communication is required. At least 65 of these credit hours must be in liberal arts and sciences. (ACCT, EDU, FIN, HFIT, IBUS, ITEC, KSB, MGMT and MKTG are NOT liberal arts). Students completing more than 40 credit hours in Communication will be required to take additional course work above the 120 credit hours required for graduation in order to complete the 80 credit hours of coursework outside the SOC. Any student who has earned 60 credit hours and has not achieved a cumulative grade point average (GPA) of 2.50 will not be allowed to take courses in the School of Communication.

CORE COURSES: *All of the following (9 credit hours)*

Course	Title	Prerequisite	Semester	Grade	Credit Hours
COMM-100/100G (4:1)	Understanding Media				
COMM-200	Writing for Mass Communication	LIT-100, LIT-101			
COMM-209	Media and Society				

PROFESSIONAL COURSES: *All of the following (15 credit hours)*

Course	Title	Prerequisite	Semester	Grade	Credit Hours
COMM-301: B or better required for completion	Public Relations	May be taken concurrently with COMM-209			
COMM-337	Public Relations Writing	COMM-200, COMM-301			
COMM-346	Public Relations Case Studies	COMM-301			
COMM-380	Public Relations Research	COMM-301			
COMM-437	Public Relations Portfolio	COMM-337, COMM-346, COMM-380			

MAJOR REQUIRED ELECTIVES: *Select 15 credit hours from the following, with no more than 9 credit hours from any one cluster*

Course	Title	Semester	Grade	Credit Hours Earned
COMM-				
COMM-				
COMM-				
COMM-				
COMM-				

<p>SKILLS</p> <p>COMM-105/105G Visual Literacy COMM-310 Public Speaking COMM-330 Basic Photography (Prereq: COMM-105 or ARTS-100) COMM-438 Dynamic Websites COMM-521 Opinion Writing COMM-535 Magazine Writing</p>	<p>3 hours of ONE: SENIOR INTERNSHIP COMM-491 (Senior Professional Internship—prerequisites must be met along with senior status in order to be eligible. Prerequisites include COMM-337, COMM-346, and COMM-380)</p> <p>OR</p> <p>INDEPENDENT STUDY COMM-390/490 2.5 GPA required as well as permission of instructor to study. Must be relevant to major.</p>	<p>MEDIA STUDIES</p> <p>COMM-327 The PR Presidency COMM-401 Legal Aspects of Communication COMM-509 Politics and the Media COMM-514 Censorship and the Media COMM-515 Media, Children, and Society COMM-533 Ethical Persuasion COMM-534 Race, Gender, and the Media</p>
<p>HUMAN COMMUNICATION</p> <p>COMM-300 Interpersonal Communication COMM-470 Organizational Communication COMM-472 Nonverbal Communication COMM-475 Group Communication Management</p>		<p>THE PRACTICE OF PUBLIC RELATIONS</p> <p>COMM-531 Political Communication COMM-536 Entertainment Communication COMM-537 Sports Communication COMM-539 International Public Relations COMM-541 Crisis Communication COMM-542 Media Relations COMM-543 Speechwriting</p>

DECLARED MAJOR	CLEARED TO GRADUATE
Advisor _____ Date _____	Advisor _____ Date _____