

Department of Communication - Curriculum Guide Sheet

* * * APPLICABLE TO STUDENTS ADMITTED TO CCSU ON OR AFTER FALL 2008 * * *

PUBLIC RELATIONS / PROMOTIONS

This emphasis area is designed for students interested in careers in the field of promotions and public relations. It provides students with both the theoretical knowledge and the practical experience that is necessary to implement strategic communication campaigns and initiatives for organizations in the for-profit and non-for profit sector.

Continuation Policy

The Department of Communication maintains a policy for continuation in the major. Communication majors must complete Comm. 240 (with a C- or better) and Comm. 140 before they reach 60 credits. Majors must maintain an overall GPA of 2.0 or better to stay in the major.

Key Requirements

A total of 39 credits must be completed. These are divided across three areas: a communication core, required emphasis courses and departmental or suggested outside electives. All students must take a total of 21 credits from 300/400-level courses, with a minimum of 9 credits from 400-level courses.

Communication Core (12 credits)

- Comm. 140 Public Speaking **(to be taken before first semester of junior year)**
- Comm. 230 Introduction to Mass Media
- Comm. 240 Survey of the Field of Communication **(to be taken before first semester of junior year)**
- Comm. 301 Critical Thinking **OR** Comm. 302 Problem-Solving and Decision-Making

Required Emphasis Courses (9 credits)

- Comm. 215 Introduction to Interpersonal Communication
- Comm. 234 Introduction to Public Relations
- Comm. 443 Communication and Social Influence

Directed Electives (18 credits) Note: At least 9 credits must be 400 level (which includes Comm. 443) and at least 6 credits must be from Communication department courses listed below.

Offered by the Department

- Comm. 332 Web Publishing
- Comm. 334 Public Relations Strategies and Techniques
- Comm. 405 Principles and Processes of Mass Communication
- Comm. 406 Case Studies in Public Relations
- Comm. 410 Public Opinion
- Comm. 434 Campaign Development Methods
- Comm. 436 Streaming Media in Web Publishing
- Comm. 451 Environmental Communication
- Comm. 490 Internship (no more than 6 credits)
- Comm. 491 Independent Study (no more than 6 credits)
- Comm. 492 Political/Legislative Intern Experience
- Comm. 495 **Selected** Special Topic courses (no more than 6 credits)

Suggested Outside Courses

- Jrn. 200 Introduction to Journalism
- Jrn. 235 News Writing and Reporting I
- Jrn. 336 News Writing and Reporting II
- Eng. 403 Technical Writing
- Jrn. 412 Editing
- Jrn. 418 Studies in Journalism
- Psy. 372 Social Psychology

Communication courses in **other emphases**: up to 12 credits

- _____ _____ _____ _____

Advising Procedures

A maximum of 6 credits in related courses from outside the department may be counted toward the major.

The completion of a minor in a related field of study in another department at the University is required. Students should complete an Undergraduate Change of Major, Degree or Advisor form to declare their minor. **Note: Some courses offered by the Department are open to majors only. See course descriptions for information.**

GENERAL EDUCATION 44-46 cr. *

Study Area I - Arts and Humanities (9 cr.)

Eng. Lit. (3) _____ (3)

_____ (3)

Study Area II - Social Sciences (9 cr.)

History (3) _____ (3)

_____ (3)

Study Area III - Behavioral Sciences (6 cr.)

Comm. 230 *(3) _____ (3)

Study Area IV - Natural Sciences (6-7 cr.)

lab credit (1) _____ (3)

_____ (3)

Skill Area I – Comm. Skills (6 cr.)

Eng. 110 (3) **Comm. 140 *** (3)

Skill Area II – Mathematics (6 cr.)

Math or Stat. (3) _____ (3)

Skill Area III - Foreign Language Proficiency

- 3 sequential years of one foreign language at the high school level
- passed the foreign language exam
- completed 112, 114 or higher foreign lang. course
- demonstration of native proficiency in a language other than English

Skill Area IV – University Requirement (2-3 cr.)

_____ (2 or 3 cr.)

**MINOR IS REQUIRED. (18-24 credit hours)
SEE YOUR ADVISOR.**

Minor: _____

_____ (3) _____ (3)

_____ (3) _____ (3)

_____ (3) _____ (3)

_____ (3) _____ (3)

GENERAL ELECTIVES (to meet 122 total credits)

_____ (3) _____ (3)

_____ (3) _____ (3)

_____ (3) _____ (3)

For Communication Department Use Only		
Any Level Comm. Course	300 OR 400 Level Comm. Course	400 Level Only Comm. Course
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

* Two Communication courses can count toward your Communication major as well as in the General Education areas. These two courses will count **only** as a total of six (6) credits.

*+ Only two courses from outside the (Communication) department may count toward the major in Communication. But if these courses are used toward Minor, they will not count toward the Major.