

**STRATEGIC COMMUNICATION, B.A., 120 TOTAL CREDITS**  
**PUBLIC RELATIONS/PROMOTIONS EMPHASIS**  
**Department of Communication ♣ CURRICULUM SHEET**  
 Effective - Fall 2017

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**Public Relations/Promotions**

Designed for students interested in careers in promotions and public relations, this emphasis provides students with both the theoretical knowledge and the practical experience that is necessary to implement strategic communication campaigns and public relations initiatives for organizations in the for-profit and not for profit sector.

**B.A., Strategic Communication:** 38 credits total, with 15 credits in core courses, 8 credits in required gateway courses from a specified emphasis area, and at least 15 other credits of directed electives. The completion of a minor in a related field of study is required.

**CORE COURSES [all are 3 credits]:**

- COMM 215 (Intro to Interpersonal Comm.t) [or]  COMM 216 (Intro to Intercultural Comm.)
- COMM 231 (Communication Technologies)
- COMM 234 (Introduction to Public Relations)
- COMM 253 (Introduction to Organizational Communication)
- COMM 343 (Communication and Social Influence)

**Gateway Courses (all are 4 credits)**

- COMM 334 (Public Relations Strategies & Techniques)**
- COMM 410 (Public Opinion) [OR]  COMM 434 (Campaign Development Methods) [OR]  COMM 439 (Social Media Research & Big Data)**

**Directed Electives (15 credits):** Students must take at least 3 courses from the following list.

*All are 4 credits unless otherwise noted.*

- COMM 301 (Critical Thinking)
- COMM 315 (Political Communication)
- COMM 316 (Gender and Communication) [3 cr.]
- COMM 332 (Web Publishing)
- COMM 339 (Public Relations and Social Media)
- COMM 341 (Signature Events: Public Relations and Media Relations) [3 cr.]
- COMM 345 (Writing for the Electronic Media)
- COMM 355 (Converging Media)
- COMM 406 (Case Studies in Public Relations)
- COMM 414 (Nonverbal Communication)
- COMM 436 (Advanced Multimedia Production)
- COMM 451 (Environmental Communication) [3 cr.]
- COMM 452 (Health Communication)
- COMM 453 (Organizational Communication)
- COMM 454 (Communication & Social Change) [3 cr.]
- COMM 458 (Sports Communication)
- COMM 490 (492 Internship) [3 - 6 cr.]
- COMM 493 (Seminar in Communication) [4 - 8 cr.]
- COMM 495 (Special Topics) [3 - 4 cr.]
- COMM 496 (Field Studies in Communication) [3 cr.]
- COMM 410, 434 & 439 can also count in this area.

Additional credits such that a student has at least 10 credits in 400-level classes and at least **38** total credits in the major. Two courses from other departments can count as directed electives towards the major, upon advisor approval.

\_\_\_\_\_  \_\_\_\_\_ (only if needed)

**GENERAL EDUCATION 44-46 cr. \***

**MINOR IS REQUIRED. (18-21 credit hours)  
SEE YOUR ADVISOR.**

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. 215 or 216\***(3)  \_\_\_\_\_ (3)

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

lab credit (1)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

Skill Area I – Communication Skills (6 cr.)

Eng. 105 or 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 language course

demonstration of native proficiency in a language other than English

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

\_\_\_\_\_ (2 or 3 cr.)

\* Some communication courses can count toward your Communication major as well as in the General Education areas.

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

**Minor:** \_\_\_\_\_

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

**GENERAL ELECTIVES (to meet 120 total credits)**

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

***COMM 115 & COMM 140 do not count toward the major.***