

Student: _____ Banner ID: _____ Date of Entry: _____

Public Relations Major

Housed in the Department of Public Relations and Advertising.

(T = COURSE USED IN TRANSFER. ONLY TWO COURSES MAY TRANSFER IN THE MAJOR.)

Please note: With the permission of the chair, a student may use Special Topic courses (3–6 s.h.) or an Independent Study (3 s.h.) offered by the Department to fulfill course requirements.

Note: Prerequisites are in parentheses ().

MAJOR REQUIREMENTS (33 s.h.)

Communication Theory (CCII or permission)	Date Taken _____	Grade _____
Intro to PR	Date Taken _____	Grade _____
Basic PR Writing (CCI, CCII)	Date Taken _____	Grade _____
Intro to Advertising	Date Taken _____	Grade _____
Intro to PR and Advertising Research	Date Taken _____	Grade _____
Publication Layout and Design (45 s.h.)	Date Taken _____	Grade _____
Advanced PR Writing (Intro to PR, Basic PR Writing)	Date Taken _____	Grade _____
Public Opinion (Intro to PR and Advertising Research)	Date Taken _____	Grade _____
Case Studies in PR (in fall, Adv. PR Writing)	Date Taken _____	Grade _____
PR Planning (in spring, Adv. PR Writing, Res., Case Studies)	Date Taken _____	Grade _____
PR/Ad Field Experience I or II	Date Taken _____	Grade _____

RELATED ELECTIVES (6 s.h.)

Select 6 s.h. (two courses) from the following offerings.

• Integrated Marketing Communication	Date Taken _____	Grade _____
• Media Planning (Intro to Advertising)	Date Taken _____	Grade _____
• Electronic Media Copywriting (Print Media Copywriting)	Date Taken _____	Grade _____
• Communication Law (60 s.h.)	Date Taken _____	Grade _____
• Media Ethics	Date Taken _____	Grade _____
• Mass Media (CCII or permission)	Date Taken _____	Grade _____
• Impact of PR on the News	Date Taken _____	Grade _____
• Public Relations Practicum	Date Taken _____	Grade _____
• PR/Ad Field Experience I or II	Date Taken _____	Grade _____
• Health Communication	Date Taken _____	Grade _____
• Political Communication	Date Taken _____	Grade _____
• Organizational Behavior	Date Taken _____	Grade _____
• Small Group Communication, W.I.	Date Taken _____	Grade _____
• News Reporting I (CCI, CCII)	Date Taken _____	Grade _____
• Magazine Article Writing (45 s.h. or permission)	Date Taken _____	Grade _____
• Newspaper Feature Writing (News Reporting I)	Date Taken _____	Grade _____
• Persuasion and Social Influence	Date Taken _____	Grade _____
• The Television Industry (CCI)	Date Taken _____	Grade _____

FREE ELECTIVES (39 s.h.)

Try to use at least 12 s.h. to build an area of expertise relevant to your program.

1 Choice _____	Date Taken _____	Grade _____
2 Choice _____	Date Taken _____	Grade _____
3 Choice _____	Date Taken _____	Grade _____
4 Choice _____	Date Taken _____	Grade _____
5 Choice _____	Date Taken _____	Grade _____
6 Choice _____	Date Taken _____	Grade _____
7 Choice _____	Date Taken _____	Grade _____
8 Choice _____	Date Taken _____	Grade _____
9 Choice _____	Date Taken _____	Grade _____
10 Choice _____	Date Taken _____	Grade _____
11 Choice _____	Date Taken _____	Grade _____
12 Choice _____	Date Taken _____	Grade _____
13 Choice _____	Date Taken _____	Grade _____

OTHER REQUIREMENTS

- THREE Math/Science courses
- FOUR History, Humanities, Literature, Language courses (one must be History or Philosophy)
- FOUR Social and Behavioral Science courses (one must be Psychology, one must be Sociology, and one must be Political Science or Economics)

Total Hours Required for Graduation (with Gen Ed) = 120 s.h.