

9/2008: This model is in effect for all students entering the program after 9/1/2008

Name: \_\_\_\_\_

**PROGRAM GUIDE, B.A., PUBLIC RELATIONS**

- ◆ All students are required to take a minimum combined total of 42 semester hours of General Education and Rowan Experience courses. *(Italics indicate prerequisites)*

GENERAL EDUCATION REQUIREMENTS (choice from Approved Gen Ed Guide)				
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>	<b>COMMUNICATIONS BANK</b> <i>minimum 6 s.h.</i>	<b>6-7 S.H.</b>
		COMP01.111	College Composition I (3 s.h.) or	3-4 s.h.
		COMP01.105	Integrated College Composition I (4 s.h.)	
		COMP01.112	College Composition II ( <i>College Composition I</i> )	3 s.h.
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>	<b>SCIENCE/MATHEMATICS BANK</b> <i>minimum 7 s.h.</i>	<b>7 S.H.</b>
			Math Choice	3-4 s.h.
			Lab Science	4 s.h.
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>	<b>SOCIAL &amp; BEHAVIORAL SCIENCES BANK</b> <i>minimum 6 s.h.</i>	<b>6 S.H.</b>
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>	<b>HISTORY/HUMANITIES/LANGUAGE BANK</b> <i>minimum 6 s.h.</i>	<b>6 S.H.</b>
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>	<b>NON-PROGRAM COURSES</b> <i>minimum 6 s.h.</i> (any course not taught in your major)	<b>6 S.H.</b>

ROWAN EXPERIENCE REQUIREMENTS (choose from Approved RE Guide) (Can be taken as a Gen Ed OR within the major requirements.)				
<b>Transfer</b>	<b>Rowan</b>	<b>Hegis #</b>		<b>6 S.H.</b>
		CMS 04205	Public Speaking ( <i>College Composition I and II</i> )	3 s.h.
			Artistic/Creative Experience	3 s.h.
<b>CHECK TO BE SURE THE FOLLOWING REQUIREMENTS ARE COMPLETED</b>				
			Broad Based Literature Course (LIT)	s.h.
			Writing Intensive Course (WI)	
			Multicultural/Global Course (M/G)	
			Lab Science Course (LAB)	
			Computer Competency Exam or Computer Literacy Course	
			Rowan Seminar (RS) – <i>Freshmen Only</i>	

- ◆ **NOTE:** *M/G, LIT, ACE, WI and RS courses, if taken within the major program of study, CAN NOT COUNT towards the minimum total of Gen Ed 42 credits.*
- ◆ This information has been provided by the department listed above as of the date listed below and is subject to change.
- ◆ To declare this major go to the CAP Center in Savitz Hall.
- ◆ *Students should consult with their program advisor for suggested General Education and Rowan Experience courses.*

**Program Requirements** .....

**33 s.h.**

Course #	COURSE NAME	S.H.	PREREQUISITES
	Communication Theory		(CCII or permission)
	Public Opinion		
	Intro to PR		
	Intro to Advertising		
	Basic PR Writing		(CCI, CCII)
	Advanced PR Writing		(Intro to PR, Basic PR Writing)
	Intro to PR and Advertising Research		
	Publication Layout and Design		(45 s.h.)
	Case Studies in PR		(in fall, Adv. PR Writing)
	PR Planning		(in spring, Adv. PR Writing, Res., Case Studies)
	PR/Ad Field Internship I		
	or		
	PR/Ad Internship II		

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

**6 s.h.**

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

**Other Required Courses ( may be included in General Education)**

	Public Speaking		College Composition II
	ONE Psychology course		
	ONE Economics OR Political Science course		
	ONE Sociology course		
	ONE History OR Philosophy course		
	THREE Math/Science courses		
	FOUR History, Humanities, Literature, Language courses		
	FOUR Social and Behavioral Science courses		

**Free Electives** .....

**39 s.h.**

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

**NOTE: 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.**