

Name \_\_\_\_\_

Date \_\_\_\_\_

Advisor \_\_\_\_\_ FA 2025

# Public Relations & Advertising Major (BA/BS)

University Proficiencies						
	Cr	R		Cr	R	
Writing Proficiency Needed	X		ENGL 111 Composition (if needed)	3		
ENGL 102 Basic English Skills (if needed)	2		EXER 101 Lifetime Health Awareness	1		
Core Curriculum Requirements						
COMM 100 University Seminar	1		BIBL 111 Essential Christianity	3		
COMM/ENGL 205 Effective Communication or equivalent	3		BIBL 115 Old Testament Literature	3		
MATH 210 Statistics (or equivalent)	3		BIBL 116 New Testament Literature	3		
Science without lab _____	3		BIBL 360-370 Bible book study course	3		
Science with Lab _____	4		THEO 320 Pentecost	3		
Christian Stewardship: FIN 138 Personal Finance	3		ICST 454 Global Culture & Compassion & Lab	3		
Healthy Relationships: PSYC 138 Healthy Relationships (preferred); PSYC 112 Intro to Psychology	3		Reading & Imagination: Literature options	3		
Historical Inquiry: GOVT 170 Am Govt; HIST 111/112 Am Hist; HIST 115/116 Wrld Civ; SSCI 220 Order	3		Artistic Expression: COMF 220, COMM 345, COPH 215	3		
Behavioral/Social Science Option: Any approved social/behavioral science course	3		Humanities Option: COMM 113 Mass Communication or other approved course	3		
Public Relations & Advertising Major Requirements						
COEM 175 Introduction to Electronic Media	B	3	COMR 231 Strategic Communication	S	3	
COMM 214 Media Writing	B	3	<b>Choice:</b> COEM 232 Video Production, COMM 345 Desktop Publishing <b>OR</b> COMD 265 Digital Communication	F/S	3	
COMM 246 Interpersonal & Communication Theory	B	3	<b>Choice:</b> COMM 314 Reporting & Storytelling, COMM 441 Mass Media Law, COMM 233 Persuasion & Debate, <b>OR</b> MRKT 239 Principles of Marketing	F/S	3	
COMR 352 Public Relations: Principles & Practices	F	3	COMM 211 Public Speaking & Performance	B	3	
COMR 333 Advertising: Principles & Practices	F	3	COMM 498 Communication Internship	B	3	
COMR 361 Integrated Marketing Communication Production	FE	3	COMM 316 Presentation & Performance Workshop	B	1	
COMR 372 Social Media Strategies & Techniques	F	3	COMR 318 Public Relations & Advertising Workshop	B	1	
COMM 496 Senior Seminar	F	1	<b>Workshop Choice:</b> COMM 338 ValorMedia, COMB 348 TV/Radio, COMR 318 PR & Advertising <b>OR</b> COMF 368 Film	B/F	1	
COMM 470 Capstone in Communication	S	1	<b>Workshop Choice:</b> COMM 338 ValorMedia, COMB 348 TV/Radio, COMR 318 PR & Advertising <b>OR</b> COMF 368 Film	B/F	1	
<b>TOTAL HOURS FOR PUBLIC RELATIONS &amp; ADVERTISING MAJOR (BA OR BS)</b>				<b>42</b>		
<b>Frq = Frequency: B-both; F-fall; S-spring; O-odd yrs; E-even yrs</b>				<b>Total Hours required for graduation</b>		
				<b>124</b>		
<b>Bachelor of Arts or Science credits needed: BA/BS course _____ BA/BS course _____</b>				<b>6-8</b>		

*See back of this sheet for information on this program and additional general education requirements.*

## **IMPORTANT NOTES**

### ***Electives for Communication Majors:***

1. Requirements that include elective course choices should be worked out with your adviser.
2. **No lecture course may be used twice within the Communication area (comprehensive majors).**
3. A general education course may count for both general education and the major, if required.
4. All Communication majors will need to complete the Off-Campus Communication Organization Participation requirement prior to graduation. This requirement is processed in the COMM 496 Senior Seminar course.

### ***English and Other Proficiencies:***

1. Students with ACT English less than 26 or SAT Writing less than 590 must gain proficiency before taking COMM 205 Effective Communication. Requirements :
  - a. ACT English  $\leq 15$ , SAT Writing  $\leq 22$ , CLT Writing  $\leq 18$ , ACCUPLACER  $\leq 236$  = ENGL 100
  - b. ACT English 16-19, SAT Writing 23-27, CLT Writing 19-23, ACCUPLACER 237-249 = ENGL 102 w/LAB (grade of C- or higher goes to ENGL 111)
  - c. ACT English 20-23, SAT Writing 28-30, CLT Writing 24-29, ACCUPLACER 250-262 = ENGL 111 (Passing grade is English Proficient)
  - d. ACT English 24-25, SAT Writing 31-32, CLT Writing 30-31 = May step up to COMM 205 or take ENGL 111
  - e. ACT English  $\geq 26$ , SAT Writing  $\geq 33$ , CLT Writing  $\geq 32$ , ACCUPLACER  $\geq 263$  = COMM 205
2. To meet graduation requirement, students must meet the lifetime health, writing and math proficiencies. Please see your advisor for more information.

***THE PUBLIC RELATIONS & ADVERTISING MAJOR IS A PROGRAM OF STUDY THAT DOES REQUIRE A MINOR, CONCENTRATION OR 2<sup>ND</sup> MAJOR FOR GRADUATION.***