

Bachelor of Arts

Major: Public Relations

2024-2025 Sample 4-Year Plan

Total Degree Requirements: 120 credits

Student _____ Student ID# _____ Student Phone # _____

Advisor _____ Minimum GPA 2.00 overall (2.50 major) Minor/Career Interest(s) _____

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the [Undergraduate Catalog](#).

FIRST YEAR

Fall

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------|---|--|---------|----------|-------|
| MCOM 119 | First-Year Seminar in Communication and Journalism | | 2 | F | |
| Modern Foreign Language Course | Students must complete through the 202 level in an approved Modern Language (SGR #4). | Placement testing is required to determine proficiency level | 4 | | |
| SGR #1 | Written Communication | p. Placement | 3 | | |
| SGR #6 | Natural Sciences | | 3 | | |
| General Elective | | | 3 | | |
| | | Total Credit Hours | 15 | | |

Spring

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------|---|---|---------|----------|-------|
| MCOM 210 | Basic Media Writing | p. ENGL 101 | 3 | | |
| Modern Foreign Language Course | Students must complete through the 202 level in an approved Modern Language (SGR #4). | p. 101 | 4 | | |
| SGR #2 | Oral Communication | | 3 | | |
| SGR #3 | Social Sciences | SGR #3 satisfied by coursework from 2 different disciplines; CMST 201 recommended | 3 | | |
| SGR #5 | Mathematics | p. Placement | 3 | | |
| | | Total Credit Hours | 16 | | |

SECOND YEAR

Fall

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------|--|---------------------------|---------|----------|-------|
| MCOM 220 | Introduction to Digital Media | | 3 | F/S | |
| Modern Foreign Language Course | Students must complete through the 202 level in an approved Modern Language. | p. 102 | 3 | | |
| PUBR 243 | Public Relations Principles | | 3 | | |
| SGR #1 | Written Communication | p. ENGL 101 | 3 | | |
| SGR #6 | Natural Sciences | | 3 | | |
| | | Total Credit Hours | 15 | | |

Spring

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--|--|---|---------|----------|-------|
| ECON 201 | Principles of Microeconomics | SGR #3 satisfied by coursework from 2 different disciplines | 3 | | |
| MCOM 270 | Data Analysis in Communication | | 3 | F/S | |
| Modern Foreign Language Course Major Elective | Students must complete through the 202 level in an approved Modern Language. | p. 201 | 3 | | |

Spring

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|--------------------------------------|---|------------------------|---------|----------|-------|
| Major Elective | Select an approved major elective: ADV 314, ADV 371, LMNO 201, HMGT 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422 | | 3 | | |
| MCOM 331 | Video Production | | 3 | F/S | |
| Minor/2 nd Major Elective | | | 3 | | |
| General Elective | | | 3-6 | | |
| Total Credit Hours | | | 12-15 | | |

Summer

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|---------------------------|--------------|--------------------------------|---------|----------|-------|
| MCOM 394 or MCOM 494 | Internship | Instructor Permission Required | 3 | | |
| Total Credit Hours | | | 3 | | |

FOURTH YEAR**Fall**

| Prefix + Number | Course Title | Prerequisites/Comments | Credits | Semester | Grade |
|------------------------------------|---|------------------------|---------|----------|-------|
| ADV 476 or MCOM 416 or CMST 470 | Global and Multicultural Advertising or Mass Media and Society or Intercultural Communication | | 0-3 | F/S | |
| Major Elective | Select an approved major elective: ADV 314, ADV 371, LMNO 201, HMGT 355, MCOM 219, MCOM 265, MCOM 266, PUBR 472, CMST 215, CMST 311, CMST 422 | | 3 | | |
| Minor/2 nd Major Course | | | 3-6 | | |
| General Elective | | | 3-6 | | |
| Total Credit Hours | | | 15 | | |