

PUBLIC RELATIONS (PURJ) MAJOR
Minimum of 42 hours
Non-teaching Major

Section A: Pre-Communication Requirements	12 hours
COM 1700: Interpersonal Communication I	3
COM 2000: Introduction to Communication Theory	3
COM 2400: Introduction to Media and Telecommunications	3
COM 2800: Introduction to Organizational Communication	3
<i>Prerequisite: "C" or better in COM 2000</i>	
Section B: Public Relations Core Requirements	12 hours
JRN 1000: Foundations of Journalism	3
COM 2010: Communication Inquiry	3
<i>Prerequisite: "C" or better in COM 2000</i>	
* COM 3500: Public Relations and Organizations	3
<i>Prerequisite: "C" or better in COM 2000</i>	
* COM 4500: Public Relations Program Development	3
<i>Prerequisites: "C" or better in COM 2000 & COM 3500</i>	
Section C: Public Relations Electives	12-14 hours
<i>Select at least <u>four</u> of the following courses:</i>	
JRN 2100: News writing and Reporting	3
<i>Prerequisite: "C" or better in JRN 1000</i>	
JRN 3100: Advanced Reporting and Online Research	3
<i>Prerequisites: "C" or better in JRN 2100</i>	
COM 2410: Film Communication	3
COM 2560: Broadcast Operations	3
COM 2570: Audio Programming and Production	3
<i>Prerequisites: "C" or better in COM 2000 & COM 2410 or COM 2560</i>	
COM 3320: Group Problem Solving	3
<i>Prerequisites: "C" or better in COM 1700, COM 2000</i>	
* COM 3350: Leadership	3
<i>Prerequisites: "C" or better in COM 1700, COM 2000</i>	
COM 3540: Web Design Basics	3
<i>Prerequisites: "C" or better in CS 1050 or equivalent</i>	
COM 3550: Small Format Video Production	3
<i>Prerequisites: "C" or better in COM 2000 & COM 2410 or COM 2560</i>	
COM 3560: Film Production	3
<i>Prerequisites: "C" or better in COM 2000 & COM 2410</i>	
COM 3570: TV Studio Production	3
<i>Prerequisites: "C" or better in COM 2000 & COM 2410 or COM 2560</i>	
* COM 3580: TV and Film Scripting	3
* COM 3590: Broadcast Journalism	3
COM 4300: Persuasion and Social Influence	3
COM 4400: Public Relations Case Studies	3
<i>Prerequisite: "C" or better in COM 3500</i>	
* COM 4480: Telecommunications Management	3
<i>Prerequisites: "C" or better in COM 2000 & COM 2400</i>	
COM 4770: Communication Ethics	3
COM 4990: Internship	3
<i>Prerequisites: Admitted to a major, junior or senior standing</i>	
Com 5550: Advanced Multi-media.....	3

IMAG 1500: Introduction to Imaging	4
IMAG 2510: Multimedia Publication and Design	3
<i>Prerequisites: "C" or better in MATH 1160 or 1180</i>	

Section D: Communication Electives:minimum 6 hours

Six hours of electives in Public Relations, three of which may be selected from any courses offered by the school and three hours selected from upper-level (3000 or higher) courses in the school. Courses outside the school may be used with prior written permission of the School of Communication Adviser.

- All course prerequisites must be met to enroll in upper-level courses.
- A course and its prerequisite cannot be taken at the same time.
- Grade requirement: A minimum grade of "C" is required in all courses to be applied toward the major.
- The School prohibits students from taking a class more than twice for credit.
- Baccalaureate-level writing requirement must be met by taking one of the courses marked with an asterisk (*).
- Up to six hours of COM 4990/3980 may be used as electives in the major.
- Com 3050/4800 may be taken twice for credit, providing the topics are different.

Effective Fall 2004