

B.A. Public Relations & Strategic Communication (45 credits) 2018 – 2019

Course No.	Course Title	Credits	Co/Pre- Reqs	Year / Semester Taken
<input type="checkbox"/> COMM 104	Interpersonal Communication	3	Pre-Req: N/A	
<input type="checkbox"/> COMM 107	Principles & Theories of Communication	3	Co-Req: WRIT 101	
<input type="checkbox"/> COMM 218	Public Relations and Strategic Communication	3	Pre-Req: COMM 107	
<input type="checkbox"/> COMM 236	Public Speaking in a Digital Age	3	Pre-Req: N/A	
<input type="checkbox"/> COMM 250	Organizational Communication	3	Pre-Req: WRIT 101 and COMM 107	
<input type="checkbox"/> COMM 305	Race, Class, and Gender in Media	3	Pre-Req: WRIT 102 or 201; any previous COMM or JOUR course	
<input type="checkbox"/> COMM 314	Persuasion	3	Pre-Req: WRIT 102 or 201 & COMM 107	
<input type="checkbox"/> COMM 321	Communication Campaigns**	3	Pre-Req: WRIT 102 or 201; COMM 107 or permission of department	
<input type="checkbox"/> COMM 450	Research Seminar	3	Pre-Req: Senior Class Standing	

Select (6) courses from the following list:

BUS 210 Marketing	COMM 233 Video Field Production	COMM 325 Interactive Media*
BUS/COMM 232 Advertising I	COMM 299 Independent Study/Internship**	COMM 331 Small Group Communication
BUS 293 Public Relations	COMM 304 Global Media Studies	COMM 333 Fashion, Media, & Culture
BUS/COMM 306 Advertising & Society	COMM 308 Special Topics in Communication	COMM 344 Advocacy & Social Movements
BUS 335 Digital Marketing	COMM 312 Digital Cultures	COMM 359 Directing Video
BUS 345 Marketing Research	COMM 315 Health Promotion & Communication	COMM 112 Storytelling Across Media
COMM 225 New Media Techniques	COMM 316 Intercultural Communication	COMM 395 Media, Law & Ethics

Note: Students MUST take 3 of the 6 courses at the 300/400 level or higher.

**** Students may take up to 15 credits of Internships & Independent Studies combined. A maximum of 3 Internship credits can be applied to towards the major. Independent Studies cannot be applied towards the major.**

*** Can be repeated with different topics.**

<input type="checkbox"/>			3	
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	
<input type="checkbox"/>			3	

Public Relations & Strategic Communication Major 45

Electives (33 credits)

Course No.	Course Title	Credits	Year / Semester Taken
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	
<input type="checkbox"/>		3	

Total Number of Credits Required for Graduation 120

DIVISION OF COMMUNICATION & MEDIA ARTS
8 Semester Academic Plan
B.A. PUBLIC RELATIONS & STRATEGIC COMMUNICATION

(Note: Courses highlighted in red/bolded should be taken in the semester indicated)

Freshman Year- Review your degree requirements; consider adding a minor			
Fall:	Credits	Spring:	Credits
WRIT 101 Writing Seminar I or WRIT 201	3	WRIT 102 Writing Seminar II (or elective course if WRIT 201 was taken)	3
MATH 113 Quantitative Reasoning (or higher)	3	DS Course	3
NYC Seminar (DS course)	3	DS Course	3
COMM 218: Public Relations & Strategic Communication	3	Elective/Minor Course	3
COMM 107: Principles & Theories of Communication or COMM 104: Interpersonal Communication	3	COMM 104: Interpersonal Communication or COMM 107: Principles & Theories of Communication	3
Total	15	Total	15
Sophomore Year - Begin to explore internship or study abroad opportunities			
Fall:	Credits	Spring:	Credits
DS Course	3	COMM 236: Public Speaking in a Digital Age	3
DS Course	3	Major elective	3
COMM 250: Organizational Communication	3	Major elective	3
Major elective	3	Elective/Minor Course	3
Elective/Minor Course	3	Elective/Minor Course/Internship*	3
Total	15	Total	15
Junior Year- Meet with Career Services or your Advisor to begin exploring graduate school and/or job market opportunities			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
COMM 314: Persuasion	3	AIP Course	3
Elective/Minor Course	3	COMM 321: Communication Campaigns	3
AIP Course	3	Major elective	3
Elective/Minor Course	3	COMM 305: Race, Class, and Gender in Media	3
Total	15	Total	15
Senior Year- Review your graduation requirements; begin applying for jobs and/or graduate school			
Fall:	Credits	Spring:	Credits
AIP Course	3	AIP Course	3
COMM 450: Research Seminar	3	AIP Course	3
Elective/Minor Course	3	COMM 450 if not taken in the fall	3
Major elective	3	Elective/Minor Course	3
Elective/Minor Course/Internship*	3	Elective/Minor Course	3
Total	15	Total	15
Important Notes:			
This plan may be subject to change, due to curriculum changes, course availability or advisor modification.			
<ul style="list-style-type: none"> Students must receive a grade of C- or higher for a class to count towards the major. Students may take up to 15 credits of Internships and Independent Studies combined. A maximum of 3 Internship credits can be applied towards the major. Independent Studies cannot be applied towards the major. Students must take at least four 300 level courses within their elective courses. 			