

B.A. Public Relations & Strategic Communication (45 credits) 2023 – 2024

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	Introduction to 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 course
<input type="checkbox"/>	COMM 314	Persuasion	3	Pre-Req: WRIT 102 or 201 & COMM 107
<input type="checkbox"/>	COMM 354	Public Relations Writing	3	Pre-Req: WRIT 102 or 201; COMM 218 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 | 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/PBH 315 Health Promotion & Communication | COMM 112 Storytelling Across Media |
| COMM 225 New Media Workshop | COMM 316 Intercultural Communication | COMM 395 Media, Law & Ethics |
| COMM 321 Communication Campaigns | | |

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 (45 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	
<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	Major elective	3
NYC Seminar	3	Elective/Minor 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
Social Justice Seminar	3	COMM 236: Public Speaking in a Digital Age	3
Elective/Minor 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
Race and Ethnicity Seminar	3	MMC Seminar	3
COMM 314: Persuasion	3	Elective/Minor Course	3
Elective/Minor Course	3	COMM 354: Public Relations Writing	3
Elective/Minor Course	3	Elective/Minor Course	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
Scientific Literacy Seminar	3	MMC Seminar	3
COMM 450: Research Seminar	3	Elective/Minor 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
<h1 style="color: #e91e63; text-decoration: underline;">Important Notes:</h1>			
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. 			