

Name _____

ID # _____

The Communication Dept. approves a change of major from the pre-communication major to the professional Public Relations and Advertising major based on successful completion of the pre-communication requirements.

_____ YES _____ NO

If no, the student must complete the pre-communication requirements with a grade of "B" or better before a degree in Public Relations and Advertising may be posted to your official academic record. Please refer to the information below or consult the department.

COLLEGE OF ARTS, HUMANITIES & SOCIAL SCIENCES

PUBLIC RELATIONS AND ADVERTISING MAJOR (Fall 2007 and after)

Pre-Communication Requirements: Students must complete 21 credits of selected courses with a grade of "B" or above to become a communication major. The courses are ENGL 110 & 120, COMM 110 or 111, 112, 114, 212, 216, SOC 110 or POLS 110 or PSYC 111 or CJ 201. **Courses may be repeated only once.**

SEMESTER CREDIT REQUIREMENTS - 39 CREDITS (24 core & 15 credits of desired track)

CORE: 24 Credits

*200 _____3 Introduction to Media Writing
_____3 301[401] Survey of Rhetorical Theory

or

_____ 321[411] Introduction to Communication Theory
310 _____3 Advanced Media Writing
313 _____3 Editorial Processes
*320 _____3 Communication Analysis
489 _____3 Communication Capstone
496 _____3 Field Experience

_____3 In one of the following classes: ENGL 320, 321, 323, 324, 325, 357, 358 or 459.

(Note: This class can count for the general education upper division writing course also.)

PUBLIC RELATIONS TRACK – 15 Credits (of which 6 credits MUST BE COMM 370 & COMM 472):

318 [314] _____3 Argumentation & Advocacy
362 _____3 Principles of Design for Print
370 _____3 Principles of Public Relations
_____3 433 Legal Communication

or

_____ 434 Communication Law
443 _____3 Mass Media and Public Opinion
472 _____3 Public Relations Campaigns
485 _____3 Crisis Communication in Public Relations
450 _____3 Special Issues course (limit 3 credits)

ADVERTISING TRACK – 15 Credits (of which 6 credits MUST BE COMM 375 & COMM 476):

318[314] _____3 Argumentation & Advocacy
345 _____3 Principles of Broadcast Production
375 _____3 Principles and Practices of Advertising
_____3 362 Principles of Design for Print

or

_____ 376 Advertising Creative Strategies
377 _____3 Advertising Media Planning
_____3 433 Legal Communication

or

_____ 434 Communication Law
476 _____3 Advertising Campaign Practicum
450 _____3 Special Issues course (limit 3 credits)

*** A grade of "B" or better is required for this major.**

A bracketed course number [] indicates the former number of the same course.
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T = Transfer Credit
IP = In Progress
Remaining Requirement