Communication Studies Major Program Checklist: Public Relations

Effective August 2022 (22/23 Undergraduate Catalog)

Directions: Check the box if the course has been completed with a grade of C- or above. To count toward the major, all SCOM courses must be passed with a C- or better.

1. Core: *12 credits*

The following five courses must be completed by all majors, no substitutions.

SCOM 240 (Intro to Comm Theory)

SCOM 241 (Comm Theory Lab)

SCOM 242 (Presentational Speaking)

SCOM 280 (Intro to Comm Research)

SCOM 341 (Persuasion)

1. Program of Study – Public Relations: *27 credits*

**Required:**

SCOM 260 (Introduction to Public Relations)

SCOM 261 (Public Relations Techniques I: Written) *Prerequisite: SCOM 260*

SCOM 362 (Public Relations Theory and Concepts) *Prerequisite: SCOM 260*

**SCOM Advanced Techniques Course. Choose 1:** *Prerequisite: SCOM 261*

SCOM 361 (Public Relations Techniques II: Visual)

SCOM 367 (Advanced Public Relations Writing)

**SCOM Advanced Research Methods. Choose 1:** *Prerequisite: SCOM 280*

SCOM 381 Rhetorical Research Methods

SCOM 383 Quantitative Experimental Research Methods

SCOM 385 Qualitative Research Methods

SCOM 386 Survey Research Methods

SCOM 388 Campaign Research Methods

**SCOM Context Course. Choose 1:** *Prerequisite: SCOM 260*

SCOM 363 (International Public Relations)

SCOM 365 (Sports Public Relations)

SCOM 369 (Topics in Engaged Public Relations)

SCOM 460 (Public Relations Management)

**Public Relations Campaigns Course. Choose 1:**

SCOM 461 (Public Relations Campaigns) *Prerequisites include SCOM  
 362, an Advanced Techniques course & a PR Context course*

SCOM 462 (Bluestone Communications) *Requires prior approval*

**Elective SCOM Course. Choose 2:**

SCOM 300/400

SCOM 200/300/400

1. Minor/Second Major/Cognate: *12-18 credits*

Complete a minor program of study, a second major, or 12 hours outside of SCOM at 300/400 level.

Minor or  2nd major or  12 hours of electives

1. General Education: *41 credits*

Cluster 1  Cluster 2  Cluster 3  Cluster 4  Cluster 5

1. BA/BS Degree Requirements: *3-17 credits*

The Philosophy and Natural/Social Science courses may not double count with General Education credit.

BA:  Language 232  Philosophy

BS:  Math 220/COB 191  Natural/Social Science

1. Total credit hours required to graduate is 120 hours