

Communication Studies Major Program Checklist: **Public Relations**

Effective August 2025 (25/26 Undergraduate Catalog)

To count toward the major, all SCOM courses must be passed with a C- or better.

I. Core: 12 Credit Hours

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

- SCOM 240 (Intro to Comm Theory)
- SCOM 240L (Comm Theory Lab)
- SCOM 242 (Presentational Speaking)
- SCOM 280 (Intro to Comm Research)
- SCOM 341 (Persuasion)

II. Communication Studies Electives – 6 Credit Hours

- SCOM 200/300/400
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III. Advanced Research Methods: 3 Credit Hours

SCOM Research Choose 1 of the following:

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

I, II, and III. Required of all SCOM concentrations

IV. Public Relations Studies Concentration: 18 Credit Hours

Public Relations Concentration Core: Required Courses: 9 Credit Hours

- 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

Advanced Public Relations Skills: (Choose one) 3 credit hours: Prerequisite: SCOM 261

- SCOM 361 (Public Relations Techniques II: Visual)
- SCOM 367 (Advanced Public Relations Writing)

Public Relations in Context: (Choose one) 3 Credit Hours: Prerequisite: SCOM 260

- SCOM 363 (International Public Relations)
- SCOM 365 (Sports Public Relations)
- SCOM 369 (Topics in Engaged Public Relations)
- SCOM 456 (Fundraising Campaigns & Donor Motivation)
- SCOM 460 (Public Relations Management)

Public Relations Capstone: (Choose one) 3 Credit Hours: Prerequisites include SCOM 362, an Advanced Techniques course & a PR Context course, and Advanced Research Methods

- SCOM 461 (Public Relations Campaigns)
- SCOM 462 (Bluestone Communications) **Requires prior approval**

V. 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

VI. General Education: 41 credits

- Cluster 1 Cluster 2 Cluster 3 Cluster 4 Cluster 5

VII. 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 (One course beyond Gen. Ed. Math) Natural/Social Science

VIII. Total credit hours required to graduate is 120 hours

This document is provided as an advising resource only. Official curriculum requirements are listed in the JMU Undergraduate Catalog. In the case of discrepancies, the University Catalog is the official curriculum students must follow.

This document was reviewed by Lori Britt on 5/2/25.