COMMUNICATION (B.S.) PUBLIC RELATIONS TRACK

Degree: Bachelor of Science

Major: Communication

Concentration: Public Relations

Total Hours: 120

The bachelor's degree program in communication prepares students for careers in advertising, broadcasting, film, journalism, or public relations and requires each student to complete a **required** departmental core curriculum of ten courses (30 hours).

This program serves as an appropriate curriculum for those who wish to have a career as a communication practitioner or pursue professional or graduate studies.

Code	Title	Hours
General Education Core Curriculum		
Communication		
ENGL 1301	Composition I	3
COMM 1315	Public Speaking I	3
Mathematics		
MATH 1332	Contemporary Mathematics I	3
Life and Physical Sciences		
Select two of the following:		6
BIOL 1308	General Biology (Non-Science Majors)	
BIOL 1315	Plants and Human Society (Non-Majors)	
BIOL 2306	Environmental Science	
CHEM 1306	Chemistry for Allied Health Sciences	
CHEM 1308	Biochemistry for Allied Health Sciences	
CHEM 1311	General Chemistry I	
CHEM 1312	General Chemistry II	
GEOL 1390	Introductory Environmental & Physical Geology	
PHYS 1305	Elementary Physics I Lecture	
PHYS 1307	Elementary Physics II Lecture	
PHYS 1311	Introduction to Astronomy Lecture	
Language, Philosophy and Culture		
Select one of the following:		3
DSDE 1374	Introduction to Deaf Studies	
ENGL 2300	Ethics and Literature	
ENGL 2322	British Literature	
ENGL 2326	American Literature	
ENGL 2331	World Literature	
ENGL 2376	African-American Literature	
FREN 2312	Intermediate French II	
PHIL 1370	Philosophy of Knowledge	
PHIL 2306	Ethics	
SPAN 2312	Intermediate Spanish II	
Creative Arts		
Select one of the following:		3
ARTS 1301	Art Appreciation	
ARTS 1303	Art History I	
COSC 1324	The Art of Computer Game Development	
COMM 1375	Film Appreciation	
DANC 2303	Dance Appreciation	
MUSI 1306	Music Appreciation	
MUSI 1309	Jazz History and Appreciation	
MUSI 1310	History of Rock and Roll	
PHIL 1330	Arts and Ideas	
THEA 1310	Theatre Appreciation	
American History		
Select two of the following:		6
HIST 1301	U S History I 1763-1877	
HIST 1302	U S History II Since 1877	
HIST 2301	Texas History	
Government/Political Science		
POLS 2301	Intro to American Government I	3
POLS 2302	Intro/American Government II	3
Social and Behavioral Sciences		
Select one of the following:		3
ECON 1301	Principles and Policies	
PSYC 2301	General Psychology	
SOWK 2361	Intro Social Work	
Component Area Option		
ENGL 1302	Composition II	3
MATH 1342	Elementary Statistical Methods	3
Required Major Courses		
Communication Core		
COMM 1307	Intro Mass Comm	3
COMM 1311	Introduction to Communication	3
COMM 1318	Interpersonal Communication	3
COMM 1373	Media Writing	3
COMM 3315	Advanced Public Speaking	3
COMM 3335	Argumentation and Critic Think	3
COMM 4310	Communication Law	3
COMM 4330	Ethics, Media & Society	3
COMM 4383	Persuasion	3
COMM 4390	Communication Theory	3
Public Relations Courses		
COMM 2362	Introduction to Public Relations	3
COMM 3362	Public Relations Writing	3
COMM 3365	Corp Mktg Video Production	3
COMM 4360	Research Methods Communication	3
COMM 4362	Public Relations Cases/Campgns	3
COMM 4365	Social Media Campaigns	3
COMM 4370	Issues Management Seminar	3
MKTG 3310	Principles of Marketing	3
Capstone		
COMM 4300	Communication Senior Seminar	3
Select one of the following:		3
COMM 2372	Edit/Copyread	
COMM 3330	Feature Writing	
COMM 3345	Race and Gender in Media	

COMM 3350	Sports Communication, Media and Popular Culture	
COMM 4340	Organizational Communication	
COMM 4361	Communication Internship	
COMM 4395	Studies in Communication	
COMM 4396	Studies in Media	
COMM 4397	Media Projects	
General Electives		
COMM 3364	Foundations of Social Media	3
Electives selected with advisor approval - must be at the 3000-4000 level		15
Total Hours		**120**

First Year

Fall		**Hours**
Creative Arts		3
COMM 1311	Introduction to Communication	3
ENGL 1301	Composition I [1]	3
COMM 2362	Introduction to Public Relations	3
COMM 1307	Intro Mass Comm	3
	Hours	**15**
Spring		
COMM 1321	Business and Prof Speech	3
MATH 1332	Contemporary Mathematics I	3
COMM 1373	Media Writing	3
ENGL 1302	Composition II [1]	3
HIST 1301	U S History I 1763-1877	3
	Hours	**15**

Second Year

Fall		
MATH 1342 or PSYC 2317	Elementary Statistical Methods or Introduction to Statistical Methods	3
COMM 1318	Interpersonal Communication	3
COMM 3362	Public Relations Writing	3
HIST 1302	U S History II Since 1877	3
Lab Science [1, 2]		3
	Hours	**15**
Spring		
Social and Behavioral Sciences		3
POLS 2301	Intro to American Government I [1]	3
COMM 3315	Advanced Public Speaking	3
Lab Science [1, 2]		3
Language, Philosophy, Culture [1, 2]		3
	Hours	**15**

Third Year

Fall		
COMM 3335	Argumentation and Critic Think	3
POLS 2302	Intro/American Government II [1]	3
COMM 4383	Persuasion	3
COMM 3364	Foundations of Social Media	3
Minor/Elective [2]		3
	Hours	**15**
Spring		
COMM 3365	Corp Mktg Video Production	3
COMM 4390	Communication Theory	3
COMM 4370	Issues Management Seminar	3
COMM 4365	Social Media Campaigns	3
Minor/Elective [2]		3
	Hours	**15**

Fourth Year

Fall		
COMM 4310	Communication Law	3
COMM 4360	Research Methods Communication	3
COMM	Elective [2]	3
MKTG 3310	Principles of Marketing	3
Minor/Elective		3
	Hours	**15**
Spring		
COMM 4300	Communication Senior Seminar	3
COMM 4330	Ethics, Media & Society	3
COMM 4362	Public Relations Cases/Campgns	3
Minor/Elective [2]		6
	Hours	**15**
	Total Hours	**120**

1 Core Curriculum Course
2 Students should meet with their academic advisor to choose their best option.