

<b>NAME</b>		<b>CATALOG YEAR</b> 2013-2014
<b>MAJOR</b>	<i>Public Relations</i>	<b>BA/BS</b>
		<b>CONCENTRATION</b>

						<i>Student Records</i>	
Course Number	Course Title	Credit Hours	Offered	Prerequisites	Semester	Grade	
PR 150	Principles of Public Relations	3	F				
PR 250	Public Relations Techniques	3	S	PR 150			
PR 350	Public Relations Case Problems	3	F	PR 250			
PR 401	Public Relations Internship	3	F/S	Permission			
PR 450	Public Relations Campaign	3	S	PR 350			
PR 485	SENIOR PORTFOLIO	3	S	GRADUATING SENIOR PR MAJOR			
MC 210	Basic News Reporting	3	F	EN160 or Declared PR Major			
MC 310	Advanced News Reporting	3	S	MC210			
MC 400	Media and Ethics	3	F	MC150 OR MC 250, MC 205, MC 210, PR 250			
SP 405	Persuasion	3	F Odd	SP100			
SP 415	Speech Writing and Criticism	3	S Odd	SP100 ( <b>WRITING INTENSIVE</b> )			
BA 212	Principles of Management	3	F/S	EN 160; \$30.00 LAB FEE			
BA 232	Principles of Marketing	3	F/S	EN 160			
BA 332	Principles of Advertising	3	F/S	BA 232			
AR 112	Computer Assisted Art	3	F/S				
<b>Plus any one of the following courses</b>							
EN 327	Technical and Professional Writing	3	S even				
OR							
MC 385	Social Networking		S odd				
<b>TOTAL HOURS</b>		<b>48</b>					

**NOTES:** IMPORTANT!! ODD VS. EVEN IS BASED ON THE FALL OF THE SCHOOL YEAR. (EX: IN THE FISCAL SCHOOL YEAR OF 2011-12, BOTH FALL SEMESTER AND SPRING SEMESTER ARE CALLED "ODD" BECAUSE THE FALL SEMESTER OF THAT YEAR IS AN ODD NUMBER.)

Graduation Degree Requirements	128 Credit Hours 40 Hours Upper Division
Major Degree Requirements	<b>48</b> Total Credit Hours 2.0 GPA Major Courses with no Pass/Fail in Major
Other	

**NOTES / CAREER GOALS / PLANS**

**MAJOR ASSESSMENT:**

SPECIAL NOTES ON COURSE ASSESSMENT

Suggested Electives						Terms For Offered	
USE						MEANING	
F						Fall	
S						Spring	
F/S						Fall/Spring	
S Odd						Spring Odd	
F Odd						Fall Odd	
S Even						Spring Even	
F Even						Fall Even	
INT						Intersession	
Sum						Summer	
Arr						Arranged	
OC						On Cycle	

<b>NAME</b>					<b>CATALOG YEAR</b>	2011-2014	
<b>Minor</b>	<i>Public Relations</i>				<b>CONCENTRATION</b>		
		<b>MINOR</b>		<i>Public Relations</i>			
Course Number	Course Title	Credit Hours	Offered	Prerequisites	Semester	Grade	
Complete the following 21 hours of course study							
PR	150	Principles of Public Relations	3	F			
PR	250	Writing Effective Public Relations Proposals	3	S	PR 150		
PR	350	Public Relations Case Problems	3	F	PR 250		
SP	405	Persuasion	3	F Odd	SP100		
MC	210	Basic New Reporting	3	F	EN 160 OR MC 150 OR PR 250		
BA	232	Principles of Marketing	3	F/S	EN160		
PR	450	Public Relations Campaign/Case Studies	3	S	PR 350		
<b>TOTAL HOURS</b>			<b>21</b>				