

NAME				CATALOG YEAR 2011-2013	
MAJOR		<i>Public Relations</i>	BA/BS	CONCENTRATION	

						Student Records	
Course Number	Course Title		Credit Hours	Offered	Prerequisites	Semester	Grade
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		
PR	401	Public Relations Internship	3	F/S	PERMISSION		
PR	450	Public Relations Campaign/Case Studies	3	S	PR 350		
PR	485	SENIOR PORTFOLIO	3	F	GRADUATING SENIOR PR MAJOR		
MC	210	Basic News Reporting	3	F	EN160 or Declared PR Major		
MC	310	Advanced News Reporting	3	F Odd	MC210		
MC	400	MEDIA LAW AND ETHICS	3	F	MC150 OR MC 250, MC 205, MC 210		
SP	405	PERSUASION	3	F even	MC 210		
SP	415	SPEECH WRITING AND CRITICISM	3				
EN	327	TECHNICAL AND PROFESSIONAL WRITING	3	S even			
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		
Plus any one of the following courses							
SP	309	Non Verbal Communication	3	F odd			
PY	380	INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY		OC	PY 100		
SP	322	Argument and Debate		F odd			
TOTAL HOURS			48				

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	48 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	

NAME					CATALOG YEAR	2011-2013	
Minor	<i>Public Relations</i>				CONCENTRATION		
		MINOR			<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 even			
MC	210	Basic News Reporting	3	F odd	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		
TOTAL HOURS			21				