

School of Communication & Media Curriculum

Public Relations Major (Fall 2015)

Updated 1/15/2016

Lower Division COM Major Requirements (18 hours)

		<i>(completed)</i>	<i>(semester taken/planning)</i>
COM 2020	CSI:COM Sources & Investigations		
COM 2033	Visual Communication		
COM 2129	Public Speaking		
COM 2135	Writing for Public Communication		
COM 2230	Introduction to Mass Communication		
ICT 2101	Informatics: Computers and Your World		

**Must have 2.5 adjusted GPA in all lower division COM courses and pass a writing test to apply to be a COM major.*

Upper Division COM Major Requirements (6 hours) *These are difficult, upper-level courses that should be carefully scheduled your junior and senior years. These two courses, along with your program capstone course, are to be taken separately your last three semesters before graduation.*

		<i>(completed)</i>	<i>(semester taken/planning)</i>
COM 3435	Communication Research Methods		
COM 4480	Communication Theory <i>(note: prereq is 3435)</i>		

Public Relations Concentration Requirements (15 hours)

PR 3335	Public Relations Principles		
PR 3355	Public Relations Cases <i>(note: prereq is 3335)</i>		
PR 3375	Public Relations Writing <i>(note: prereq is 3335)</i>		
PR 4460	Crisis Communication <i>(note: prereq is 3435 & 60 hrs)</i>		
PR 4465	PR Campaigns <i>(Capstone) (note: prereq is 3435,3375,90 hrs)</i>		

Choose *Four* PR Concentration Electives (12 hours)

COM 3330	News Reporting and Writing		
COM 3340	Digital Media Production		
COM 3350	Editing for Today's Media		
PR 3380	PR Strategies and Tactics		
PR 3385	International Public Relations		
PR 3429	Persuasion Methods and Strategy		
PR 4210	Social Media for Strategic Communication		
PR 4405	Digital Publication Design		
PR 4415	Topics in Public Relations		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		

««Advising Checkpoint»» *Make sure none of the classes marked in this section are used below as upper division major elective courses.*

Choose One COM or PR Major Elective Course (3 hours)

NOTE: Choose hours from any COM or PR course not previously taken or required elsewhere in the major.

(Completed) (Semester taken/planning)

COM 3310	Concepts in New Media		
COM 3315	Interviewing		
COM 3320	Health Communication		
COM 3325	Intercultural Communication		
COM 3330	News Reporting and Writing		
COM 3340	Digital Media Production		
COM 3350	Editing for Today's Media		
COM 3360	Photojournalism		
COM 3376	Interpersonal Communication		
COM 3398	Internship (3-6 credit hrs per semester; up to 9 hours total)		
COM 4100	Directed Applied Research		
COM 4400	Directed Study		
COM 4420	Advanced Media Writing		
COM 4440	Leadership Communication		
COM 4490	Special Topics in Communication		
PR 3429	Persuasion Methods and Strategies		
PR 3380	PR Strategies and Tactics		
PR 3385	International Public Relations		
PR 4210	Social Media for Strategic Communication		
PR 4405	Digital Publication Design		
PR 4415	Topics in Public Relations		
PR 4460	Crisis Communication		
PR 4495	Public Relations Study Tour		
PR 4605	Magazine Media		
PR 4670	Crisis Leadership Communication		

««Advising Checkpoint»» Be sure these classes have not been used above with concentration electives.

««Advising Checkpoint»» 24 of 36 hours of upper division COM/PR electives must be taken at KSU.

Related Studies (12 hours total): Minor? _____ Certificate? _____

**Select 12 hours of upper division course work (3000-4000 level) outside of communication or PR.

These hours do not have to be taken in a single discipline, but should be related to a particular interest or career goal.

Students should determine prereqs for upper-division elective courses and take them as free electives.

** Contact department of Formal Minor or Certificate Program to complete necessary paperwork.

(completed) (semester taken/planning)

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««Advising Checkpoint»» Are all of these classes 3000 or 4000 level? Outside of COM/PR?

««Advising Checkpoint»» Formal minor or certificate? Send student to that department for advising

Free Electives (12 hours total):

**Any course (1000-4000) in the university curriculum (including COM/PR) D or better.

**May combine 1- or 2-hour courses to total 12 hours total in this section.

(completed) (semester taken/planning)

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