

COMMUNICATIONS (BA)

The Communications major prepares students for careers in Public Relations. Public Relations students study media relations, marketing communications, crisis management, research and special events. For the major, students complete the core requirements and the Public Relations concentration. Not all classes are offered every semester.

Degree Requirements

Prerequisite Requirement

Code	Title	Semester Hours
JOUR 100	News Reporting	4
Total Semester Hours		4

Core Requirements

27 semester hours

Code	Title	Semester Hours
JOUR 166	Introduction to Mass Media	4
or JOUR 465	History of Mass Media-Printed and Electronic	
JOUR 220	Newspaper Production	2
JOUR 226	Digital Storytelling for Journalism	4
JOUR 317	Graphic Production Processes and Design for Publications	4
JOUR 460	Law and the Mass Media	4
JOUR 467	Ethics of Mass Media-Printed and Electronic	4
JOUR 497	Internship	1
JOUR 499	Senior Project	4
Total Semester Hours		27

Public Relations Concentration

32 semester hours

Code	Title	Semester Hours
JOUR 301	Writing for Public Relations	4
JOUR 305	Radio and TV Newswriting and Editing	4
JOUR 325	Magazine Production	2
JOUR 328	Media Sales	4
JOUR 330	Theory and Principles of Public Relations	4
JOUR 430	Public Relations Methods	4
Select one of the following three:		4
BUS 360	Principles of Marketing	
BUS 368	Integrated Marketing Communication	
MGMT 354	Oral Communication in Organization	
Select 6 units of electives from courses in the Communications Department and/or other related fields.		6
Total Semester Hours		32