

# Bachelor of Arts in: Public Relations

Student ID:

2018-2019 catalog

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		Pre-req	Credits	Term	Grade	Approved Exceptions
CMST101	Public Speaking		3			
<b>OR</b>						
CMST110	Intro to Communication Studies		3			
JOU 110	Introduction to Mass Communication		3			
<b>OR</b>						
EMB 100	Media Literacy		3			

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		Pre-req	Credits	Term	Grade	Approved Exceptions
JOU 220	News Writing		3			
CMST220	Interpersonal Communication	CMST101 or 110	3			
CMST303	Organizational Communication	CMST101 or 110	3			
CMST340	Strategies of Persuasion	CMST101 or 110	3			
<b>OR</b>						
JOU 370	Principles of Advertising	EMB 100 or JOU 110	3			
PRE 375	Principles of Public Relations	EMB 100 or JOU 110 & JOU 220	3			
PRE 376	Public Relations Writing	PRE 375 (pre-req or co-req)	3			
PRE 377	Public Relations Case Studies & Campaigns	PRE 375	3			
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	3			
PRE 385	Public Relations Research Methods	PRE 375	3			
PRE 394	Topics in Public Relations	variable	3			
<b>OR</b>						
ELECTIVE	CMST, EMB, JOU, MIN, or POP 300-400 Level Elective	see catalog	3			HCOM 3xx-4xx
PRE 400	PR Planning & Account Management	PRE 375	3			
PRE 410	Electronic Public Relations	PRE 376	3			
<b>OR</b>						
CMST370	Advanced Public Speaking	CMST101 or 110	3			
<b>OR</b>						
JOU 321	Digital Publishing	EMB 100 or JOU 110	3			

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	Course	Pre-req	Credits	Term	Grade	Approved Exceptions
PRE 396	Public Relations Internship	PRE 376 & Junior or Senior Standing & consent of faculty	3			
PRE 499	Independent Study in Public Relations	Junior Standing and Instructor Consent	3			

Students must earn a grade of "C-" or better and a 2.00 GPA in all courses that apply to the major.