

# STRATEGIC COMMUNICATION, B.A., 120 TOTAL CREDITS

## PUBLIC RELATIONS/PROMOTIONS CONCENTRATION

Department of Communication ♦ CURRICULUM SHEET

Effective Fall 2022

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### Public Relations/Promotions

Designed for students interested in careers in public relations and promotions, this concentration provides students with the theoretical knowledge and the practical experience that is necessary to implement strategic communication campaigns and public relations initiatives for organizations in the for-profit and nonprofit sectors.

### B.A., Strategic Communication:

38 credits total, with 12 credits in core courses, 8 credits in required gateway courses from a specified emphasis area, and at least 18 other credits of directed electives. The completion of a minor in a related field of study is required.

### **CORE COURSES (all are 3 credits):**

- COMM 215 (Intro to Interpersonal Communication) or  COMM 216 (Intro to Intercultural Communication)
- COMM 234 (Introduction to Public Relations)
- COMM 253 (Introduction to Organizational Communication)
- COMM 343 (Communication and Social Influence)

### Gateway Courses (all are 4 credits)

- COMM 334 (Public Relations Strategies and Techniques)**
- COMM 410 (Public Opinion) [OR]**  **COMM 411 (Public Opinion Research)**  
**[OR]**  **COMM 434 (Campaign Development Methods)**  
**[OR]**  **COMM 439 (Social Media Research & Big Data)**

### Directed Electives (18 credits):

Students must take at least 3 courses from the following list (all are 4 credits unless noted):

- COMM 231 (Communication Technologies)
- COMM 301 (Critical Thinking)
- COMM 315 (Political Communication)
- COMM 316 (Gender and Communication) (3 credits)
- COMM 332 (Web Publishing)
- COMM 339 (Public Relations and Social Media)
- COMM 341 (Signature Events: Public Relations and Media Relations) (3 credits)
- COMM 345 (Writing for the Electronic Media)
- COMM 355 (Converging Media)
- COMM 406 (Case Studies in Public Relations)
- COMM 414 (Nonverbal Communication)
- COMM 418 (Relational Communication)
- COMM 436 (Streaming Media in Web Publishing)
- COMM 451 (Environmental Communication) (3 credits)
- COMM 452 (Health Communication)
- COMM 453 (Organizational Communication)
- COMM 454 (Communication and Social Change) (3 credits)
- COMM 458 (Sports Communication)
- COMM 490 (Internship) (3-6 credits)
- COMM 493 (Seminar in Communication) (4-8 credits)
- COMM 495 (Special Topics) (3-4 credits)
- COMM 496 (Field Studies in Communication) (3 credits)
- COMM 410, 411, 434 & 439 can also count in this area.

Additional credits such that a student has at least 10 credits in 400-level classes and at least 38 total credits in the major. Two courses from other departments can count as directed electives toward the major upon adviser approval.

**GENERAL EDUCATION 44-46 cr. \***

Study Area I - Arts and Humanities (9 cr.)

Eng. Lit. (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

Study Area II - Social Sciences (9 cr.)

History (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

Study Area III - Behavioral Sciences (6 cr.)

**Comm. 215 or 216\***(3)  \_\_\_\_\_ (3)

Study Area IV - Natural Sciences (6-7 cr.)

Lab Credit (1)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

Skill Area I – Communication Skills (6 cr.)

Eng. 105 or 110 (3)  **Comm. 140** (3)

Skill Area II – Mathematics (6 cr.)

Math or Stat. (3)  \_\_\_\_\_ (3)

Skill Area III - Foreign Language Proficiency

3 sequential years of one foreign language at the high school level

passed the foreign language exam

completed 112, 114 or higher foreign language course

demonstration of native proficiency in a language other than English

Skill Area IV – University Requirement (2-3 cr.)

\_\_\_\_\_ (2 or 3 cr.)

\* Some communication courses can count toward your major as well as in the General Education areas.

\*+ Only two courses from outside the Communication Department may count toward the major in Strategic Communication. But if these courses are used for the minor, they will not count for the major.

**MINOR IS REQUIRED. (18-21 credit hours)  
SEE YOUR ADVISER.**

**Minor:** \_\_\_\_\_

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)

**GENERAL ELECTIVES (to meet 120 total credits)**

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

\_\_\_\_\_ (3)  \_\_\_\_\_ (3)

COMM 115 & COMM 140 do not count toward the major.