

Note that this is a “Typical Program.” Actual programs will vary. See the Academic Catalog for official details.

PUBLIC RELATIONS B.A. DEGREE

Advisor: Drs. Rowley and Miller

Fall 2013			Spring 2014		
<u>CO 111:</u>	<u>Introduction to Communication</u>	3	<u>CO 241:</u>	<u>Introduction to News Writing</u>	3
HS 115:	Hist Persp on Cult & Civ I	3	HS 116:	Hist Persp on Cult & Civ II	3
EN 121:	Academic Writing and Research	3	EN 151:	Perspectives on Literature	3
BR 111:	Biblical History and Literature	3	MI 285:	Core Curriculum Christian Faith	3
PE 110:	Introduction to Physical Wellness	1		Laboratory Science	4
115:	Introduction to AR/MU/TH	2			
	total	15		total	16
Fall 2014			Spring 2015		
<u>AR 241L:</u>	<u>Computer Graphics: Layout</u>	1	<u>CO 246:</u>	<u>Interpersonal Communication</u>	3
<u>CO 213:</u>	<u>Social Media</u>	3	<u>CO395^{PREL:}</u>	<u>Practicum in Public Relations</u>	1
<u>CO395^{JOUR:}</u>	<u>Practicum in Journalism</u>	1	BA 252:	Business Org and Management ²	3
<u>DM 195:</u>	<u>Intro to Editing & Media Product</u>	3	PE 111:	Physical Education Activities	1
CO 215:	Public Speaking	3		Core Curriculum Social Science	3
	Creative Studio Arts	1		Foreign Language	3
	Foreign Language	3			
	total	15		total	14
Fall 2015			Spring 2016		
BA 281:	Principles of Marketing ²	3	* <u>CO 346:</u>	<u>Organizational Communication</u>	3
<u>CO395^{PREL:}</u>	<u>Practicum in Public Relations</u>	1	<u>CO395^{PREL:}</u>	<u>Practicum in Public Relations</u>	1
* <u>DM 341:</u>	<u>Media Campaigns</u>	2		Core Curriculum Mathematics	3-4
	<u>Communication Elective¹</u>	3		Core Curriculum Social Science	3
	Foreign Lang/Cult Enrichment	3		Foreign Lang/Cult Enrichment	3
	Laboratory Science	4		Elective [300+ level] ³	3
	total	16		total	16-17
Fall 2016			Spring 2017		
* <u>CO 331:</u>	<u>Principles of Public Relations</u>	3	* <u>BA 312:</u>	<u>Advertising and Promotion</u>	3
* <u>CO 370:</u>	<u>Argumentation and Persuasion</u>	3		<u>Communication Elective¹</u>	3
* <u>CO 481:</u>	<u>Mass Communication</u>	3	PL____:	Introduction to Philosophy/Ethics	3
BR____:	Bible Elective [300+ level]	3		Electives [300+ level] ³	6
	Elective [300+ level] ³	3			
	total	15		total	15

NOTES:

1. Six hours must be taken from: CO 266, 322, 371, 421, 485, 495; AR 141, 241R, 241V, 271.
2. BA 252 is a prerequisite for BA 281.
3. Majors must be careful in selection of electives so that a sufficient number of upper division courses are taken. A minimum of 36 hours of 300+ courses is required for graduation.

*Indicates alternating year course.

Underlining indicates required for major.