

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 2015			Spring 2016		
<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
EX 101:	Wellness for Life	2		Core Curriculum Social Science	3
115:	Introduction to AR/DM/MU/TH	2			
	<b>total</b>	<b>16</b>		<b>total</b>	<b>15</b>
Fall 2016			Spring 2017		
<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<sup>PREL:</sup></u>	<u>Practicum in Public Relations</u>	1
<u>CO395<sup>JOUR:</sup></u>	<u>Practicum in Journalism</u>	1	BA 252:	Business Org and Management <sup>2</sup>	3
<u>DM 155:</u>	<u>Production 1: Digital Media</u>	4		Creative Studio Arts	1
CO 215:	Public Speaking	3		Foreign Language	3
	Foreign Language	3		Laboratory Science	4
	<b>total</b>	<b>15</b>		<b>total</b>	<b>15</b>
Fall 2017			Spring 2018		
<u>BA 281:</u>	<u>Principles of Marketing<sup>2</sup></u>	3	* <u>CO 346:</u>	<u>Organizational Communication</u>	3
<u>CO395<sup>PREL:</sup></u>	<u>Practicum in Public Relations</u>	1	<u>CO395<sup>PREL:</sup></u>	<u>Practicum in Public Relations</u>	1
* <u>DM 341:</u>	<u>Media Campaigns</u>	2		Core Curriculum Mathematics	3-4
	<u>Communication Elective<sup>1</sup></u>	3		Core Curriculum Social Science	3
	Laboratory Science	4		Foreign Lang/Cult Enrichment	3
	Foreign Lang/Cult Enrichment	3		Elective [300+ level] <sup>3</sup>	3
	<b>total</b>	<b>16</b>		<b>total</b>	<b>16-17</b>
Fall 2018			Spring 2019		
* <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 Elective<sup>1</sup></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] <sup>3</sup>	6
	Elective [300+ level] <sup>3</sup>	3			
	<b>total</b>	<b>15</b>		<b>total</b>	<b>15</b>

**NOTES:**

- Six hours must be taken from: CO 266, 322, 371, 421, 485, 495; AR 141, 241R, 241V, 271.
- BA 252 is a prerequisite for BA 281.
- 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.