



BACHELOR OF SCIENCE
Communications
with a concentration in Public Relations



SCHOOL OF
ARTS AND SCIENCES

PROGRAM DESCRIPTION

The Communications program offers an undergraduate major and minor in public relations. Future majors will include news editorial, online journalism/new media, broadcasting (radio, television, film), visual and multimedia communication (photography, graphic arts, desktop publishing), advertising, and speech.

CAREER OPPORTUNITIES

Advertising, Promotions, and Marketing Managers, Writers and Authors, Editors, Public Relations Specialists, Graphic Designers, Interpreters and Translators, TV: News Anchor, News Reporter, News Writer, Market Researcher

DEGREE CHECKLIST

FRESHMAN			
Prefix	Course No.	Course	Credits
FMU	101	University 101	2
MAT	106	Math for Liberal Arts I	3
ENG	101	College Writing I	3
REA	101	Critical Thinking and Reading	3
CSC	101	Intro to Computers	3
		Humanities & Fine Arts	3
TOTAL - 1 st SEMESTER			17
HUM	102	Critical Thinking In Humanities	2
MAT	107	Math for Liberal Arts II	3
ENG	102	College Writing II	3
COM	103	Intro To Public Speaking	3
REL		Religion or Philosophical Inquiry	3
		Social/Behavioral Sciences	3
TOTAL - 2 nd SEMESTER			17

SOHPOMORE			
Prefix	Course No.	Course	Credits
HIS		African Diaspora and the World	3
		Scientific Inquiry	3
COM	206	Communication Theory	3
	201	World Language I	3
BUS		Business Elective	3
		Elective	3
TOTAL - 3 rd SEMESTER			18
	202	World Language II	3
COM	310	Intro to Mass Communications	3
COM	312	Newswriting and Reporting	3
MAR		Marketing Elective	3
COM		Communication Elective	3
		Elective	
TOTAL - 4 th SEMESTER			15

JUNIOR			
COM	312	Newswriting and Reporting	3
COM	322	Public Relations Writing	3
COM	309	Fund Radio and TV Production	3
COM	314	Principles of Public Relations	3
COM	306	Business and Professional Speaking	3
TOTAL - 5 th SEMESTER			15
COM	321	Writing for the Electronic Media	3
COM	317	Publications Design	3
COM	308	Voice and Diction	3
COM	318	Public Relations Cases	3
COM	323	Organizational Communication	3
TOTAL - 6 th SEMESTER			15

SENIOR			
COM	423	Public Relations Campaigns	3
COM	320	International Public Relations	3
COM	422	Communication Research	3
COM	344	Diversity In Mass Communications	3
TOTAL - 7 th SEMESTER			12
COM	325	Public Opinion and Propaganda	3
COM	442	Media Law and Ethics	3
COM	495	Senior Project	3
COM	427	Communications Internship	3
TOTAL - 8 th SEMESTER			12