

**Bachelor of Science (BS)**  
**Degree Code 521 A**  
**Non-Teaching**

**Program of Study for**  
**Communication Major**  
**Public Relations**

**I. GENERAL EDUCATION** ..... **44**  
 (COM 2124 and COM 3315 if taken for the major may count toward General Education if completing a theme or Liberal Studies Experience)

**II. MAJOR REQUIREMENTS** ..... **51**  
**An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.**

**Junior Writing in the Discipline (WID) \_\_\_\_\_ & Senior Capstone Experience (CAP) \_\_\_\_\_ must be met.**

**Core Courses (6 sh) (A 2.0 GPA is required in the core courses)**

- COM 1200 \_\_\_\_\_ (3) Thinking Through Communication
- COM 2101 \_\_\_\_\_ (3) Public Speaking

**Major Courses (30 sh)**

- COM 2600 \_\_\_\_\_ (3) Introduction to Journalism
- COM 2618 \_\_\_\_\_ (3) Introduction to Media Publishing
- COM 3010 \_\_\_\_\_ (3) Media Graphics (Prerequisite: COM 2618)
- COM 3220 \_\_\_\_\_ (3) Professional Ethics in Public Relations
- COM 3300 \_\_\_\_\_ (3) Mass Media & Society
- COM 3318 \_\_\_\_\_ (3) Public Relations Principles (Prerequisite: must be an admitted public relations major or communication minor)
- COM 3618 \_\_\_\_\_ (3) Public Relations Writing (**WID**) (Prerequisites: COM 2600; Co/Prerequisite: COM 3318; RC 2001 or its equivalent)
- COM 3928 \_\_\_\_\_ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4318 \_\_\_\_\_ (3) Public Relations Campaigns (Prerequisite: COM 3318, 3618, and 3928 or permission of the instructor)
- COM 4418 \_\_\_\_\_ (3) Public Relations Seminar (**CAP**) (Co/Prerequisite: COM 4318, Senior standing, or permission of the instructor)

**Additional Requirements (15 sh)**

**Professional Development Courses (Choose 9 sh)**

- COM 3305 \_\_\_\_\_ (3) Communication Law
- COM 3312 \_\_\_\_\_ (3) Crisis Communication (WID)  
 (Prerequisite: ENG 2001 or its equivalent)
- COM 3320 \_\_\_\_\_ (3) Audio-Video Production
- COM 3317 \_\_\_\_\_ (3) Social Media Strategies
- COM 3538 \_\_\_\_\_ (3) Selected Topics in Public Relations
- COM 3620 \_\_\_\_\_ (3) Principles of Fundraising
- COM 3900 \_\_\_\_\_ (3) Internship

**Immersion Courses (Choose an additional 6 sh in consultation with your advisor. Suggested Courses:)**

- COM 2131 \_\_\_\_\_ (3) Health Communication
- COM 2610 \_\_\_\_\_ (3) News Reporting and Writing  
 (Prerequisite: COM 1200 & COM 2600, or permission of the instructor)
- COM 2700 \_\_\_\_\_ (3) Foundations of Advertising
- COM 3117 \_\_\_\_\_ (3) Environmental Communication
- COM 2124 \_\_\_\_\_ (3) Intercultural Communication (Gen Ed: ILE;SSD)
- COM 3151 \_\_\_\_\_ (3) Gender Communication  
 (Prerequisite: RC 2001 or its equivalent)
- COM 3155 \_\_\_\_\_ (3) Persuasion (WID)  
 (Prerequisite: ENG 2001 or its equivalent; COM 1200 & COM 2101 or permission of the instructor)
- COM 3315 \_\_\_\_\_ (3) Political Communication (Gen Ed: Lib. Studies Exp)
- COM 3680 \_\_\_\_\_ (3) Literary Journalism
- COM 4101 \_\_\_\_\_ (3) Speechwriting (Prerequisite: COM 2101, or permission of the instructor)
- COM 4420 \_\_\_\_\_ (3) Multimedia Storytelling  
 (Prerequisite: COM 2610, 3301,3302 or 3618 and COM 3200, 3306, 3316, 3320 or 3420, or permission of the instructor)

**III. MINOR REQUIRED** ..... **12 - 25**  
**9 sh of a minor must be completed at Appalachian. Students should choose a minor in consultation with their advisor. Suggested minors include: English, General Business, International Business, Marketing, Non-Profit Management, Political Science, Psychology, or Sociology.**

**IV. FREE ELECTIVES (to total a minimum of 122 sh for this major)** ..... **2 - 21**  
**2 sh of free electives outside the major discipline are required.** **122**

Major requirements that may count toward Gen Ed:	
COM 2124 (3)	Integrative Learning Experience
COM 3315 (3)	Liberal Studies Experience
Total Major Hrs:	51
Gen Ed:	-6
Net Major Hrs:	45