

I. GENERAL EDUCATION 44

II. MAJOR REQUIREMENTS 51

An overall 2.0 GPA is required in the major/18 sh must be completed at Appalachian

Core Courses (12 sh) (An overall 2.0 in the Core Courses meets the Communication Proficiency)

- COM 1200 (3) Foundations of Human Communication
- COM 2101 (3) Public Speaking
- COM 2300 (3) Introduction to Mass Communications (Prerequisite: COM 1200 or instructor permission)
- COM 2310 (3) Communication Ethics (Prerequisite: COM 1200 or instructor permission)

Major Courses (27 sh)

- COM 2600 (3) Introduction to Journalism
 - COM 2618 (3) Introduction to Media Publishing
 - COM 3010 (3) Media Graphics (Prerequisite: COM 2618)
 - COM 3300 (3) Mass Media & Society (Prerequisite: COM 2300 or instructor permission)
 - COM 3318 (3) Public Relations Principles (Prerequisite: Must be an admitted public relations major or com. minor)
 - COM 3618 (3) Public Relations Writing (WID) (Prerequisite: COM 2600)
 - COM 3928 (3) Communication Research Methods (Prerequisite: Jr/Sr Standing or instructor permission)
 - COM 4318 (3) Public Relations Practices (Prerequisite: COM 3318, COM 3618 or instructor permission)
 - COM 4418 (3) Public Relations Seminar (CAP) (Co/Prerequisite: COM 4318, Sr Standing, or instructor permission)
- (Requirements are dependent on major sequence chosen.)

Sequence Selection: Choose one of the following 6 emphases (12 sh)

Law

- COM 2106 (3) Arg & Advo (Pre. 2101 or instructor permission)
- OR
- COM 3155 (3) Persuasion (Pre: COM 1200, 2101)
- COM 3305 (3) Com Law (Pre: COM 2300)
- LAW 2150 (3) Legal Envir of Bus
- P S 3150 (3) Constitutional Law

Finance

- COM 3305 (3) Com Law
- COM 3312 (3) Crisis Com
- FIN 3071 (3) Prin of Risk Mgt & Ins
- FIN 3010 (3) Survey of Fin
- OR
- FIN 3680 (3) Intro to Fin (Pre: ACC 2100 MAT 1030 or MAT 1110)

Corporate

- COM 3152 (3) Com in Org
- COM 3312 (3) Crisis Com
- MGT 3620 (3) Hum Res Mgt
- MGT 3630 (3) Intro Org Behav

***International**

- COM 3124 (3) Intercultural Com
- COM 3312 (3) Crisis Communication
- P S 2120 (3) Int Politics & For Policy
- P S 2240 (3) Comparative Politics

Non-Profits

- COM 3312 (3) Crisis Com
- COM 3538 (3) Selected Topics
- COM 3620 (3) Prin of Fund Raising
- SOC 1100 (3) Soc Prob in Amer Soc

Other

- 12 hours in consultation with advisor
- _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)

*FL 1040 & 1050, or 1060 is required. 1050 or 3sh of 1060 may count toward General Education.

III. MINOR REQUIRED 15 -18

9 sh of a minor must be completed at Appalachian. (Requirements are dependent on major sequence chosen.) Students should choose a minor in the College of Business (an overall 2.0 GPA is required, except for Information Systems which requires a 2.50 GPA), or a relevant minor in consultation with their advisor. (For students minoring in business, ECO 2030 can be counted in General Education.)

IV. FREE ELECTIVES (to total a minimum of 122 sh) 9 - 12

2 sh of free electives outside the major discipline are required. 122
Suggested Electives: COM 2121, 3110, 3320, 3900, 4180, 4200

Students must apply to be a COM major. Deadline to submit Application of Admission form is October 1 and February 15. Once accepted, a student must still file declaration of major paperwork.