Bachelor of Science (BS) Program of Study for Communication Major Public Relations

I. GENERAL EDUCATION

II. MAJOR REQUIREMENTS

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) Foundations of Human 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; ENG 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 2610; admitted COM major or minor, or permission of the instructor)
COM 2700 _____ (3) Foundations of Advertising
COM 3117 _____ (3) Environmental Communication
COM 3124 _____ (3) Intercultural Communication (Prerequisite: COM 2101, or permission of the instructor)
COM 3151 _____ (3) Gender Communication (WID) (Prerequisite: ENG 2001 or its equivalent)
COM 3155 _____ (3) Persuasion (WID)
COM 3315 _____ (3) Political Communication
COM 3680 _____ (3) Literary Journalism
COM 4101 _____ (3) Speechwriting
COM 4420 _____ (3) Multimedia Storytelling (Prerequisite: COM 2610, 3302 or 3618 and COM 3200, 3320 or 3420, or permission of the instructor)

III. MINOR REQUIRED

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 sh of free electives outside the major discipline are required.

Students must apply to be a COM major. Deadline to submit “Application for Admission” is announced at the beginning of each semester. Please check the dates with the Department of Communication. Once accepted, a student must fill out a “Declaration of Major” form and submit it to the dean’s office for processing.