

I. GENERAL EDUCATION 44

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) 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)

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

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

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| COM 2131 _____ (3) Health Communication | COM 3155 _____ (3) Persuasion (WID) |
| COM 2610 _____ (3) News Reporting and Writing
(Prerequisite: COM 1200 & COM 2600, or permission of the instructor) | (Prerequisite: ENG 2001 or its equivalent; COM 1200 & COM 2101 or permission of the instructor) |
| COM 2700 _____ (3) Foundations of Advertising | COM 3315 _____ (3) Political Communication |
| COM 3117 _____ (3) Environmental Communication | COM 3680 _____ (3) Literary Journalism |
| COM 3124 _____ (3) Intercultural Communication | COM 4101 _____ (3) Speechwriting
(Prerequisite: COM 2101, or permission of the instructor) |
| COM 3151 _____ (3) Gender Communication (WID)
(Prerequisite: ENG 2001 or its equivalent) | 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 - 24

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) 3 - 15

2 sh of free electives outside the major discipline are required. 122