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) 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; 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 2101, 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.

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<td>Net Major Hrs:</td>
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<td>Major requirements that may count toward Gen Ed:</td>
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<td>COM 2124 (3)</td>
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<td>COM 3315 (3)</td>
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