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 2325 ____ (3) Public Relations Principles (Prerequisite: must be an admitted public relations major or communication minor)
COM 2600 ____ (3) Introduction to Journalism
COM 2618 ____ (3) Introduction to Media Publishing (Prerequisite: must be admitted major in the Department of Communication)
COM 3010 ____ (3) Media Graphics (Prerequisite: COM 2618)
COM 3220 ____ (3) Professional Ethics in Public Relations (Prerequisite: COM 2325)
COM 3300 ____ (3) Mass Media & Society
COM 3618 ____ (3) Public Relations Writing (WID) (Prerequisites: COM 2325, COM 2600; 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 (Prerequisites: COM 2325, COM 3618 and COM 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: RC 2001 or its equivalent)
COM 3320 ____ (3) Audio-Video Production
COM 3317 ____ (3) Social Media Strategies

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) (Prerequisite: RC 2001 or its equivalent)
COM 3151 ____ (3) Gender Communication

COM 3538 ____ (3) Selected Topics in Public Relations
COM 3620 ____ (3) Principles of Fundraising
COM 3900 ____ (3) Internship

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 (Same as ENG 3680)
COM 4101 ____ (3) Speechwriting (Prerequisite: COM 2101 or COM 2105, 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.

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: 45
Net Major Hrs: 45