I. **CORE CURRICULUM**

ECO 2030 (3) Principles of Eco-Price Theory (required only if a business minor is pursued)

(Requirements are dependent on major sequence chosen.)

II. **MAJOR REQUIREMENTS**

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

**Core Courses (12 sh)**

- COM 1200 (3) Foundations of Human Communication
- COM 2101 (3) (S) Public Speaking
- COM 2300 (3) Introduction to Mass Communications
- COM 2310 (3) (W) Communication Ethics

**Major Courses (27 sh)**

- COM 2600 (3) (C/W) Introduction to Journalism
- COM 2618 (3) (C) Introduction to Media Publishing
- COM 3010 (3) (C/W) Media Graphics
- COM 3300 (3) Mass Media & Society
- COM 3318 (3) Public Relations Principles
- COM 3618 (3) (W) Public Relations Writing
- COM 3928 (3) (W) Communication Research Methods
- COM 4318 (3) (W) Public Relations Practices
- COM 4418 (3) (W) Communication Ethics

**Major Designators**

- 2 Writing (W)
- 1 Speaking (S)
- *Com Proficiency

*An overall "C" average is required in the core courses within the major to meet Communication Proficiency

**Other Designators**

- 4 Writing (W)
- 4 Multi-cul (MC)
- 2 Num Data (ND)
- 2 Computer (C)
- 1 Cross-dis (CD)

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

**Corporate**

- COM 3305 (3) Com Law
- COM 3312 (3) Crisis Com
- MGT 3620 (3) (W) Hum Res Mgt
- MGT 3630 (3) (CD) Intro Org Behav

**Law**

- COM 3155 (3) (S/W) Theo & Prac of Pers
- FIN 3010 (3) Survey of Fin
- LAW 2150 (3) Legal Envir of Bus
- P S 3150 (3) (W) Constitutional Law

**Finance**

- COM 2106 (3) (S/W) Arg & Advo
- OR
- FIN 3680 (3) Intro to Fin
- FIN 3071 (3) Prin of Risk Mgt & Ins

**International**

- COM 3124 (3) (W/MC/CD) Intercul Com
- COM 3312 (3) Crisis Com
- MGT 3630 (3) (CD) Intro Org Behav

**Non-Profits**

- COM 3312 (3) Crisis Com
- COM 3538 (3) Selected Topics
- COM 3620 (3) Prin of Fund Raising

**Other**

- 12 hours in consultation with advisor
- *1040 (MC) and 1050 (MC)--or 1060 (MC)--of a Foreign Language are required for Humanities in Core Curriculum

#One PS course will count toward social science

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III. **MINOR REQUIRED**

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 2.5 GPA, or a relevant minor in consultation with their advisor.

(For students minoring in business, ECO 2030 can be counted in core curriculum.)

IV. **FREE ELECTIVES**

- (to total a minimum of 122 sh)

2 sh of free electives outside the major discipline are required

Suggested Electives: COM 2121, 3110, 3320, 3900, 4180, 4200

A student must be admitted to the Department of Communication. Declaration of a major begins the process of applying for admission but is not the same as admittance into the Department.