COMMUNICATION - PUBLIC RELATIONS EMPHASIS REQUIREMENTS (BA/BS)

Code	Title	Units
Major Requirements - 36 units [1,2,3]		
COMM 202	PUBLIC RELATIONS PRINCIPLES	3
COMM 203	FOUNDATIONAL PR TACTICS	3
COMM 204	SOCIAL AND DIGITAL MEDIA PR TACTICS	3
COMM 275	AD & PR RESEARCH LITERACY	3
COMM 302	PR CASE STUDIES & APPLIED THEORY	3
COMM 402	PR CAMPAIGNS	3
COMM 345	PERSUASION	3
COMM 424	CROSS CULTURAL COMMUNICATION	3
Select 6 units from:		**6**
MAGD 150	INTRODUCTION TO MEDIA ARTS AND GAME DEVELOPMENT	
COMM 240	SPEAKING FOR SUCCESS	
COMM 242	TEAMWORK, COLLABORATION, AND COMMUNICATION	
COMM 276	EVENT PLANNING FOR COMMUNICATION PROFESSIONALS	
COMM 285	SOCIAL MEDIA OPTIMIZATION & THE NEW WEB	
COMM 363	HEALTH COMMUNICATION FOUNDATIONS	
COMM 373	COMMUNICATING LEADERSHIP	
COMM 493I	PUBLIC RELATIONS INTERNSHIP	
JOURNLSM 220	ADVERTISING FOUNDATIONS	
JOURNLSM 241	ADVERTISING COPYWRITING	
JOURNLSM 248	PUBLICATION LAYOUT	
JOURNLSM 303	FEATURE WRITING	
JOURNLSM 310	PUBLICATION PHOTOGRAPHY	
JOURNLSM 364	ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT	
Select 3 units from:		**3**
COMM 312	CRISIS COMMUNICATION	
COMM 371	POLITICAL COMMUNICATION	
COMM 372	SOCIAL MOVEMENTS AND PERSUASION	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
Select 3 units from: [4]		**3**
COMM 312	CRISIS COMMUNICATION	
COMM 328	MANAGING CONFLICT	
COMM 371	POLITICAL COMMUNICATION	
COMM 372	SOCIAL MOVEMENTS AND PERSUASION	
COMM 422	COMMUNICATION THEORIES	
COMM 440	NEW COMMUNICATION TECHNOLOGIES	
COMM 485	COMMUNICATION RESEARCH METHODS	
COMM 491	TRAVEL STUDY	
JOURNLSM 309	MEDIA ETHICS	
JOURNLSM 420	LAW OF MASS COMMUNICATION	
JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	
JOURNLSM 431	MASS COMMUNICATION IN SOCIETY	
Total Units		**36**

Code	Title	Units
Writing Requirement		
Student must earn a C or better in one of the courses listed below (or approved substitute):		
COMM 204	SOCIAL AND DIGITAL MEDIA PR TACTICS	
COMM 302	PR CASE STUDIES & APPLIED THEORY	

[1] Exit Survey to be completed prior graduation.

[2] A minor is required for this major.

[3] A minimum of 2.25 GPA is required in the major for graduation.

[4] Other theory-oriented courses, 300 level or above, may be substituted for these electives with the approval of the student's advisor.

First Year

Fall	Units	Spring	Units
ENGLISH 101	3	MATH 139, 140, 141, or 142	3
College of Arts and Communication degree requirement	3	ENGLISH 102	3
CORE 110, 120, 130, or 140	3	CORE 110, 120, 130, or 140	3
General Education Elective - GA, GE, GG, GH, GI, GP, GS OR GW	3	General Education Elective - GA, GE, GG, GH, GI, GP, GS OR GW	3
General Education Elective - GA, GE, GG, GH, GI, GP, GS OR GW	3	COMM 110	3
INTRAUNV 104	1		
	16		15

Second Year

Fall	Units	Spring	Units
CORE 110, 120, 130, or 140	3	COMM 203	3
COMM 202	3	Public Relations Technique Elective	3
College of Arts and Communication degree requirement	3	Second Subject Area Designated GN, GQ OR GL	3
Any Lab Science (GL designation)	4	Minor Course	3
PEGNRL 192	1	College of Arts and Communication degree requirement	3
	14		15

Third Year

Fall	Units	Spring	Units
COMM 345	3	COMM 204	3
COMM 424 [1]	3	CORE 390	3
COMM 275	3	Public Relations Technique Elective	3
Minor Course	3	Public Relations (Core) Theory	3
Minor Course	3	Minor Course	3
	15		15

Fourth Year

Fall	Units	Spring	Units
COMM 302 [2]	3	COMM 402	3
Public Relations (Elective) Theory	3	Minor Course	3
Minor Course	3	Minor Course	3
Elective Course	3	Minor Course	3
Elective Course	3	ACINDP 399	1
		Elective Course	2
	15		15

Total Units: 120

[1] This course completes the University Diversity Requirement.

[2] In order to pass the UW-Whitewater writing requirement, student must receive a grade of a 73% or higher in one of two designated writing requirement courses. This course qualifies as one of the two courses.

A minor is required for this major.
A minimum of 2.25 GPA is required in the major for graduation.
Exit Survey to be completed prior to graduation.