COMMUNICATION - PUBLIC RELATIONS EMPHASIS REQUIREMENTS (BA/BS)

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 275 AD & PR RESEARCH LITERACY 3 COMM 302 PR CASE STUDIES & APPLIED THEORY 3 COMM 402 PR CAMPAIGNS 3 COMM 442 CROSS CULTURAL COMMUNICATION 3 Select 6 units from: 6 MAGD 150 INTRODUCTION TO MEDIA ARTS AND GAME DEVELOPMENT COMM 242 TEAMWORK, COLLABORATION, AND COMMUNICATION PROFESSIONALS COMM 242 TEAMWORK, COLLABORATION, AND COMMUNICATION PROFESSIONALS COMM 276 EVENT PLANNING FOR COMMUNICATION PROFESSIONALS COMM 285 SOCIAL MEDIA OPTIMIZATION & THE NEW WEB COMM 363 HEALTH COMMUNICATION FOUNDATIONS COMM 493 PUBLIC RELATIONS INTERNSHIP JOURNLSM 220 ADVERTISING FOUNDATIONS JOURNLSM 241 ADVERTISING COPYWRITING JOURNLSM 248 PUBLICATION LAYOUT JOURNLSM 303 FEATURE WRITING JOURNLSM 304 ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT Select 3 units from: 4 COMM 372 COMMUNICATION AND PUBLIC OPINION Select 3 units from: 4 COMM 372 COMMUNICATION AND PUBLIC OPINION Select 3 units from: 4 COMM 372 COMMUNICATION AND PUBLIC OPINION Select 3 units from: 4 COMM 372 COMMUNICATION AND PUBLIC OPINION SELECT SUMM 440 NEW COMMUNICATION TECHNOLOGIES COMM 495 COMMUNICATION TECHNOLOGIES COMM 496 NEW COMMUNICATION TECHNOLOGIES COMM 497 TRAVEL STUDY JOURNLSM 309 MEDIA ETHICS JOURNLSM 309 MEDIA ETHICS JOURNLSM 309 MEDIA ETHICS JOURNLSM 490 COMMUNICATION TRESEARCH METHODS COMM 491 TRAVEL STUDY JOURNLSM 490 MEDIA ETHICS JOURNLSM 490 COMMUNICATION AND PUBLIC OPINION JOURNLSM 490 MEDIA ETHICS JOURNLSM 490 COMMUNICATION AND PUBLIC OPINION JOURNLSM 490 MEDIA ETHICS JOURNLSM 490 MEDIA ETHICS JOURNLSM 490 MEDIA ETHICS JOURNLSM 490 COMMUNICATION AND PUBLIC OPINION	Code	Title	Units
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JOURNLSM 364 ADVERTISING AND PUBLIC RELATIONS ACCOUNT MANAGMENT Select 3 units from: COMM 312 CRISIS COMMUNICATION COMM 371 POLITICAL COMMUNICATION COMM 372 SOCIAL MOVEMENTS AND PERSUASION JOURNLSM 430 COMMUNICATION AND PUBLIC OPINION Select 3 units from: 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 303	FEATURE WRITING	
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COMM 485 COMMUNICATION RESEARCH METHODS COMM 491 TRAVEL STUDY JOURNLSM 309 MEDIA ETHICS JOURNLSM 420 LAW OF MASS COMMUNICATION	COMM 422	COMMUNICATION THEORIES	
COMM 491 TRAVEL STUDY JOURNLSM 309 MEDIA ETHICS JOURNLSM 420 LAW OF MASS COMMUNICATION	COMM 440	NEW COMMUNICATION TECHNOLOGIES	
JOURNLSM 309 MEDIA ETHICS JOURNLSM 420 LAW OF MASS COMMUNICATION	COMM 485	COMMUNICATION RESEARCH METHODS	
JOURNLSM 420 LAW OF MASS COMMUNICATION	COMM 491	TRAVEL STUDY	
	JOURNLSM 309	MEDIA ETHICS	
JOURNLSM 430 COMMUNICATION AND PUBLIC OPINION	JOURNLSM 420	LAW OF MASS COMMUNICATION	
	JOURNLSM 430	COMMUNICATION AND PUBLIC OPINION	

MASS COMMUNICATION IN SOCIETY				
	36			
Title	Units			
Writing Requirement				
Student must earn a C or better in one of the courses listed below				
(or approved substitute):				
SOCIAL AND DIGITAL MEDIA PR TACTICS				
PR CASE STUDIES & APPLIED THEORY				
	Title C or better in one of the courses listed below ite): SOCIAL AND DIGITAL MEDIA PR TACTICS			

- Exit Survey to be completed prior graduation.
 A minor is required for this major.
 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, GI GG, GH, GI, GP, GS OR GW	Ξ, 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 Electiv	е 3
College of Arts and Communication degree requirement	3 Second Subject Area Designated G GQ OR GL	iN, 3
Any Lab Science (GL designation)	4 Minor Course	3
PEGNRL 192	 College of Arts and Communication degree requirement 	n 3
	14	15
Third Year	14	15
Third Year Fall	14 Units Spring	15 Units
Fall	Units Spring	Units
Fall COMM 345	Units Spring 3 COMM 204	Units 3
Fall COMM 345 COMM 424 ¹	Units Spring 3 COMM 204 3 CORE 390	Units 3
Fall COMM 345 COMM 424 ¹ COMM 275	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv	Units 3 3 e 3
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory	Units
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course	Units
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course	Units
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course	Units 3 3 9 9 3 15
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring	Units 3 3 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall COMM 302 ²	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring 3 COMM 402	Units
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall COMM 302 ² Public Relations (Elective) Theory	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring 3 COMM 402 3 Minor Course	Units 3 3 6 3 15 Units 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall COMM 302 ² Public Relations (Elective) Theory Minor Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring 3 COMM 402 3 Minor Course 3 Minor Course	Units 3 4 8 3 1 15 Units 3 3 3 3 3 3 3 3 3 3 3 3
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall COMM 302 ² Public Relations (Elective) Theory Minor Course Elective Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring 3 COMM 402 3 Minor Course 3 Minor Course 3 Minor Course	Units 3 9 15 Units 3 3 3 15 15
Fall COMM 345 COMM 424 ¹ COMM 275 Minor Course Minor Course Fourth Year Fall COMM 302 ² Public Relations (Elective) Theory Minor Course Elective Course	Units Spring 3 COMM 204 3 CORE 390 3 Public Relations Technique Electiv 3 Public Relations (Core) Theory 3 Minor Course 15 Units Spring 3 COMM 402 3 Minor Course 3 Minor Course 3 Minor Course 3 Minor Course 3 ACINDP 399	Units 3 9 15 Units 3 3 3 15 15

¹ This course completes the University Diversity Requirement.

- 2 Communication Public Relations Emphasis Requirements (BA/BS)
- 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.