

## Liberal Arts: Communication-Public Relations

### PCCC Courses for AA

### Credits      WP Equivalency BA

#### Semester 1

CIS101 Computer Concepts and Applications	3	CS2010 Computer and Information Technology
COM101 Introduction to Mass Media	3	COMM1200 Media and Society
EN101 Composition I	3	ENG1100 College Writing
MA101 College Mathematics	3	MATH1100 Contemporary Math
PS101 Introduction to Psychology	3	PSY1100 General Psychology

#### Semester 2

EN102 Composition II	3	ENG1500 Experiences in Literature
ENS106 Public Speaking	3	COMM2630 Public Speaking
GD101 Introduction of Digital Arts	2	Degree Credit
MA103 Basic Statistics	3	MATH1300 Elementary Statistics
Social Science Course	3	Equivalent Social Science Course

#### Semester 3

COM102 Legal and Ethical Issues in Mass Communication	3	COMM2220 Media Law and Ethics**
COM104 Video Production	3	COMM2260 Video Production and Editing
Science Course	4	Equivalent Lab Science Course
History Course I	3	Equivalent History Course I
AE101 Appreciation of Art OR		ARTH1010 Understanding Art OR MUSI1200
MU106 Appreciation of Music OR		Music Appreciation OR COMM1010
ST112 Introduction to Theater	3	Experiencing Theater

#### Semester 4

COM109 Video Production II, Studio Production	3	COMM2270 TV Studio Production
EN205 Introduction to Literature	3	ENG1500 Experiences in Literature
PH101 Introduction to Philosophy	3	PHIL1100 Introduction to Philosophy
Diversity Course	3	Equivalent Diversity Course
History Course II	3	Equivalent History Course II

## **BA- Communication- WP Public Relations Courses**

### **Semester 5**

- 3 COMM 2100 Media Writing  
COMM3580 Digital and Social Media
- 3 Communication
- 3 World Languages I or ASL I  
COMM2490 Research Methods in Applied  
Communication
- 3 Choose a **Public Relations Track Electives (List below)**

### **Semester 6**

- 3 COMM 4470 Strategic Multiplatform Writing
- 3 COMM 3480 Public Relations
- 3 World Languages II or ASL II
- 3 Choose a **Public Relations Track Electives (List below)**
- 3 Choose a free elective or minor course

### **Semester 7**

- 3 COMM 4480 Public Relations Case Studies
- 3 COMM 4490 Public Relations Workshop
- 3 COMM 4660 Corp Social Responsibility Credits: 3.0
- 3 Choose a **Public Relations Track Electives (List below)**
- 3 Choose a free elective or minor course

### **Semester 8**

- 3 COMM4453 Communication Capstone-Public Relations
- 3 Choose a free elective or minor course
- 3 Choose a free elective or minor course
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#### **Interdisciplinary Enrichment Electives**

Required Credits: 9

- COMM 2220 Media Ethics and Law\*\***Taken at PCC**
- COMM 2310 Organizational Communication
- COMM 2500 Journalism
- COMM 3300 Internship - External
- COMM 3301 Internship - Internal
- COMM 3400 Intercultural Communication
- COMM 3610 Successful Business and Professional Communication
- COMM 4630 Seminar in Group & Team Development
- MGT 2000 Principles of Management
- MKT 2100 Principles of Marketing
- MKT 3321 Social Media Marketing

#### Notes:

1. William Paterson University will accept all associate degree credits under this program-to-program articulation agreement, including up to half of the William Paterson University major required credits, from New Jersey community college students who enroll at William Paterson University
2. William Paterson University recommends students to take two semesters of one foreign language at the community college. Two semesters of American Sign Language can also fulfill the foreign language requirement.
3. WP Online students should always refer to the semester course schedule when choosing electives, as elective course offerings may vary each semester.