

# BACHELOR OF ARTS COMMUNICATION: PR/JOURNALISM

## CURRICULUM WORK SHEET: PUBLIC RELATIONS

**120 CREDITS** are a minimum requirement for graduation / UCC requirements • 39 credits in COMM • Elective credits

NAME:

STUDENT NUMBER:

### ☀ UCC REQUIREMENTS

**AREA 1 PERSONAL WELLBEING**  
3 CREDITS  
 \_\_\_\_\_ 3

**AREA 2 EXPRESSION**  
9 CREDITS  
▶ ARTS & COM // Choose **ONE** Course  
 \_\_\_\_\_ 3  
▶ COLLEGE WRITING  
 ENG1100 / *College Writing* 3  
▶ LITERATURE  
 \_\_\_\_\_ 3

**AREA 3 WAYS OF KNOWING**  
19 CREDITS  
▶ PHILOSOPHICAL PERSPECTIVES  
 \_\_\_\_\_ 3  
▶ HISTORICAL PERSPECTIVES  
 \_\_\_\_\_ 3  
▶ SOCIAL / BEHAVIORAL SCIENCE // 2 Different Disciplines  
 \_\_\_\_\_ 3  
 \_\_\_\_\_ 3  
▶ SCIENTIFIC PERSPECTIVES  
 \_\_\_\_\_ 4  
▶ QUANTITATIVE THINKING  
 \_\_\_\_\_ 3

**AREA 4 DIVERSITY & JUSTICE**  
3 CREDITS  
Must complete 18 credits in UCC **BEFORE**  
taking AREA 4  
 \_\_\_\_\_ 3

**AREA 5 CIVIC & COMMUNITY ENGAGEMENT**  
3 CREDITS  
Must complete AREA 4 **BEFORE**  
taking AREA 5 & 6  
 \_\_\_\_\_ 3

**AREA 6 GLOBAL AWARENESS**  
3 CREDITS  
Must complete AREA 4 **BEFORE**  
taking AREA 5 & 6  
 \_\_\_\_\_ 3

▶  **FIRST YEAR SEMINAR**  
1 CREDIT  
Required for 1st year students & transfers with less than 12 credits

### ☀ TRANSFER STUDENTS

If you are a transfer with an AA or AS degree, you have fulfilled the UCC requirements. **EXCEPT**, you must take **one** WI (Writing Intensive), and **two** Foreign Language courses. **You do not need to take** a TI (Technology Intensive) if you transfer to WPU with a AA/AS degree. There is no waiver of the UCC requirements with the AFA or AAS degrees — all UCC requirement must be fulfilled.

### ☀ INTENSIVE REQUIREMENTS

These courses can be double counted within the UCC, the major, or as free electives. **FOUR** WI (Writing Intensive). and **TWO** TI (Technology Intensive) are required.

▶ **WRITING INTENSIVE (WI)**  
12 CREDITS  
The first WI course must be Area 2 College Writing. At least one course must be at the 3000 or above level.  
 ENG1100 / *College Writing* 3  
 COMM2100 / *Media Writing (Prereq ENG 1100)* 3  
 COMM2500 / *Journalism (Prereq COMM 2100)* 3  
 COMM3480/ *Public Relations* 3

▶ **TECHNOLOGY INTENSIVE (TI)**  
6 CREDITS  
 COMM3580 / *Digital and Social Communication* 3  
 \_\_\_\_\_ 3

▶ **FOREIGN LANGUAGE**  
6 CREDITS  
 \_\_\_\_\_ 3  
 \_\_\_\_\_ 3

# BA / PUBLIC RELATIONS PUBLIC RELATIONS TRACK

REQUIREMENTS / 24 Credits Required In COMM / 15 Credits of COMM Electives • Free Electives

## 1 PUBLIC RELATIONS MAJOR REQUIREMENTS

24 CREDITS • These requirements MUST be met for students to qualify for Capstone.

- COMM1190 / *Survey of Communication Studies & Practice (1st course taken in major)* 3
- COMM1200 / *Media and Society* 3
- COMM2100 / *Media Writing (Prereq ENG 1100) (WI)* 3
- COMM2220 / *Media Law & Ethics* 3
- COMM2260 / *Video Production & Editing (TI)*
- \* Or\*
- COMM3580 / *Digital and Social Communication (TI)* 3
- COMM2490 / *Research Methods in Applied Communication* 3
- COMM2500 / *Journalism (Prereq COMM 2100) (WI)* 3
- COMM4453 / *PR Capstone (permit)* 3

## 4 ELECTIVE COURSES BY ADVISEMENT

18 CREDITS Courses can be from within the Comm Department, or from any department on campus.

- \_\_\_\_\_ 3
- \_\_\_\_\_ 3
- \_\_\_\_\_ 3
- \_\_\_\_\_ 3
- \_\_\_\_\_ 3
- \_\_\_\_\_ 3



## EARNING THE DEGREE

Please have a degree audit completed to be sure you have met all requirements. Audits should be done a year before potential graduation. Graduation is based on fulfilling all requirements for the UCC, and the major.

## 2 PUBLIC RELATIONS TRACK ELECTIVE REQUIREMENTS

9 CREDITS

- COMM3480 / *Introduction to Public Relations (Prereq COMM 2100) (WI)* 3
- COMM4480 / *Public Relations Case Studies (Prereq COMM 3480)* 3
- COMM4490 / *Public Relations Workshop (Prereq COMM 3480) (WI)* 3

## 3 PUBLIC RELATIONS TRACK ELECTIVES

6 CREDITS

Choose 2 COMM courses via the list below.

- COMM2550 / *Publication Design (Prereq COMM 2100)* 3
- COMM2640 / *Voice & Speech Production* 3
- COMM2880 / *News Literacy (A2)* 3
- COMM3300/3301 / *Communication Internship (Permit)* 3
- COMM3520 / *Sports Writing (Prereq COMM 2500)* 3
- COMM4470 / *Strategic Writing (Prereq COMM 2500) (WI/TI)* 3
- COMM4660 / *Corporate Social Responsibility (Prereq COMM 3480 or Permit) (A5)* 3
- \* Or\*
- COMM3610 / *Successful Business & Professional Communication* 3
- COMM4510 / *Freelance Writing (Prereq COMM 2500)* 3
- COMM4540 / *News Editing (Prereq COMM 2500)* 3
- COMM4590 / *Journalism Field Studies (Prereq COMM 2500 & permit)* 3
- MGT2000 / *Principles of Management (permit)* 3
- MKT2100 / *Principles of Marketing (permit)* 3
- POL2400 / *International Relations* 3