

Bachelor of Science (BS)
 Degree Code 521 A
 Non-Teaching

Program of Study for
 Communication Major
 Public Relations

I. GENERAL EDUCATION 44
 (LLC 1050 if taken for the major may count toward General Education if completing a theme).

II. MAJOR REQUIREMENTS 51
 An overall 2.0 GPA is required in the major. 18 semester hours must be completed at Appalachian.

Junior Writing in the Discipline (WID) _____ & Senior Capstone Experience (CAP) _____ must be met.

Core Courses (12 sh) (A 2.0 GPA is required in the core courses)

- COM 1200 _____ (3) Foundations of Human Communication
- COM 2101 _____ (3) Public Speaking
- COM 2300 _____ (3) Introduction to Mass Communications (Prerequisite: COM 1200 or permission of the instructor)
- COM 2310 _____ (3) Communication Ethics (Prerequisite: COM 1200 or permission of the instructor)

Major Courses (27 sh)

- COM 2600 _____ (3) Introduction to Journalism
- COM 2618 _____ (3) Introduction to Media Publishing
- COM 3010 _____ (3) Media Graphics (Prerequisite: COM 2618)
- COM 3300 _____ (3) Mass Media & Society (Prerequisite: COM 2300 or permission of the instructor)
- COM 3318 _____ (3) Public Relations Principles (Prerequisite: must be an admitted public relations major or communication minor)
- COM 3618 _____ (3) Public Relations Writing (WID) (Prerequisite: COM 2600)
- COM 3928 _____ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4318 _____ (3) Public Relations Practices (Prerequisite: COM 3318, 3618 or permission of the instructor)
- COM 4418 _____ (3) Public Relations Seminar (CAP) (Co/Prerequisite: COM 4318, Senior standing, or permission of the instructor)

Sequence Selection: Choose one of the following 6 emphasis (12 sh) (see catalog for course prerequisites)

Law

- COM 2106 _____ (3) Argumentation
 Or _____ & Advocacy
- COM 3155 _____ (3) Persuasion
- COM 3305 _____ (3) Communication Law
- LAW 2150 _____ (3) Legal Environ of Bus
- P S 3150 _____ (3) Constitutional Law

Finance

- COM 3305 _____ (3) Communication Law
- COM 3312 _____ (3) Crisis Communication
- FIN 3071 _____ (3) Princ. of Risk Mgt
- FIN 3010 _____ (3) Survey of Finance
- Or
- FIN 3680 _____ (3) Intro to Finance

Corporate

- COM 3152 _____ (3) Com in Organizations
- COM 3312 _____ (3) Crisis Communication
- MGT 3620 _____ (3) Hum Res Mgt
- MGT 3630 _____ (3) Intro Org Behavior

International

- COM 3124 _____ (3) Intercultural Com
- COM 3312 _____ (3) Crisis Communication
- P S 2120 _____ (3) Int. Politics & For. Policy
- P S 2240 _____ (3) Comparative Politics

Non-Profits

- COM 3312 _____ (3) Crisis Communication
- COM 3538 _____ (3) Selected Topics
- COM 3620 _____ (3) Princ. of Fund Raising
- SOC 1100 _____ (3) Soc. Prob. In Amer. Soc

Other

- _____ (3) _____
- _____ (3) _____
- _____ (3) _____
- _____ (3) _____

Languages, Literatures and Cultures 1040 _____ & 1050 _____, or 1060 _____ is required for the International Emphasis (1050 may also count in Gen Ed)

III. MINOR REQUIRED 12 - 24
 9 sh of a minor must be completed at Appalachian. Students are encouraged to choose a minor from the College of Business, or a relevant minor in consultation with an advisor. For students choosing a business minor ECO 2030 is required and may be counted in Gen Ed.

IV. FREE ELECTIVES (to total a minimum of 122 sh for this major) 6 - 18
 2 sh of free electives outside the major discipline are required. 122

Major requirements that may count in Gen Ed:	
L L C 1050 if taken for major(3)	Local to Global Perspective
Total Major Hrs:	51
Gen Ed: up to:	-3
Net Major Hrs:	48

Students must apply to be a COM major. Deadline to submit “Application for Admission” form is October 1 and February 15. Once accepted, a student must still fill out the “Declaration of Major” form and submit it to the Dean’s Office for processing.