

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

Program of Study for  
 Communication Major  
 Public Relations

I. **GENERAL EDUCATION** ..... 44

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 (6 sh) (A 2.0 GPA is required in the core courses)**

- COM 1200 \_\_\_\_\_ (3) Foundations of Human Communication
- COM 2101 \_\_\_\_\_ (3) Public Speaking

**Major Courses (30 sh)**

- COM 2600 \_\_\_\_\_ (3) Introduction to Journalism
- COM 2618 \_\_\_\_\_ (3) Introduction to Media Publishing
- COM 3010 \_\_\_\_\_ (3) Media Graphics (Prerequisite: COM 2618)
- COM 3220 \_\_\_\_\_ (3) Professional Ethics in Public Relations
- COM 3300 \_\_\_\_\_ (3) Mass Media & Society
- COM 3318 \_\_\_\_\_ (3) Public Relations Principles (Prerequisite: must be an admitted public relations major or communication minor)
- COM 3618** \_\_\_\_\_ (3) Public Relations Writing (**WID**) (Prerequisites: COM 2600; Co/Prerequisite: COM 3318; ENG 2001 or its equivalent)
- COM 3928 \_\_\_\_\_ (3) Communication Research Methods (Prerequisite: Jr/Sr standing or permission of the instructor)
- COM 4318 \_\_\_\_\_ (3) Public Relations Campaigns (Prerequisite: COM 3318, 3618, and 3928 or permission of the instructor)
- COM 4418** \_\_\_\_\_ (3) Public Relations Seminar (**CAP**) (Co/Prerequisite: COM 4318, Senior standing, or permission of the instructor)

**Additional Requirements (15 sh)**

**Professional Development Courses (Choose 9 sh)**

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|---|--|
| COM 3305 _____ (3) Communication Law  | COM 3538 _____ (3) Selected Topics in Public Relations |
| COM 3312 _____ (3) Crisis Communication (WID)<br>(Prerequisite: ENG 2001 or its equivalent) | COM 3620 _____ (3) Principles of Fundraising           |
| COM 3320 _____ (3) Audio-Video Production   | COM 3900 _____ (3) Internship                          |
| COM 3317 _____ (3) Social Media Strategies  |  |

**Immersion Courses (Choose an additional 6 sh in consultation with your advisor. Suggested Courses:)**

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|---|--|
| COM 2131 _____ (3) Health Communication   | COM 3155 _____ (3) Persuasion (WID)  |
| COM 2610 _____ (3) News Reporting and Writing<br>(Prerequisite: COM 2600; admitted COM major or minor, or permission of the instructor) | (Prerequisite: ENG 2001 or its equivalent; COM 1200 & COM 2101 or permission of the instructor)  |
| COM 2700 _____ (3) Foundations of Advertising   | COM 3315 _____ (3) Political Communication   |
| COM 3117 _____ (3) Environmental Communication  | COM 3680 _____ (3) Literary Journalism   |
| COM 3124 _____ (3) Intercultural Communication  | COM 4101 _____ (3) Speechwriting<br>(Prerequisite: COM 2101, or permission of the instructor)  |
| COM 3151 _____ (3) Gender Communication (WID)<br>(Prerequisite: ENG 2001 or its equivalent)   | COM 4420 _____ (3) Multimedia Storytelling<br>(Prerequisite: COM 2610, 3302 or 3618 and COM 3200, 3320 or 3420, or permission of the instructor) |

III. **MINOR REQUIRED** ..... 12 - 24

9 sh of a minor must be completed at Appalachian. Students should choose a minor in consultation with their advisor. Suggested minors include: English, General Business, International Business, Marketing, Non-Profit Management, Political Science, Psychology, or Sociology.

IV. **FREE ELECTIVES (to total a minimum of 122 sh for this major)** ..... 3 - 15

2 sh of free electives outside the major discipline are required. 122

Students must apply to be a COM major. Deadline to submit “Application for Admission” is announced at the beginning of each semester. Please check the dates with the Department of Communication. Once accepted, a student must fill out a “Declaration of Major” form and submit it to the dean’s office for processing.