

Curriculum Guide for the
DEPARTMENT OF COMMUNICATION STUDIES (120 credits to Graduate)
STRATEGIC COMM. CONCENTRATION - PUBLIC RELATIONS SEQUENCE

Freshman Year: Fall Semester	17 cr. hrs	Credit Hours	Pre-Requisites for Public Relations
SCOM 102 Intro: Comm. Professional Dev 1		1 cr. hr.	None
SCOM 120 Digital Media Literacy		3 cr. hrs.	None
ENGW First Year Writing Semester 1		3 cr. hrs.	None
HHLP PE/Health Education		1 cr. hrs.	None
MATH Math (005 or Higher)		3 cr. hrs.	None
Foreign Language		3 cr. hrs.	None
Humanities Elective		3 cr. hrs.	None
Freshman Year: Spring Semester	16 cr. hrs.		
SCOM 130 Ethical Issues in Comm.		3 cr. hrs.	None
COMM 101 Principles of Speech		3 cr. hrs.	None
ENGW First Year Writing Semester 2		3 cr. hrs.	None
HIST US History Elective		3 cr. hrs.	None
HHLP PE/Health Education		1 cr. hr.	None
Foreign Language		3 cr. hrs.	None
Sophomore Year: Fall Semester	16 cr. hrs.		
MJFC 100 Fundamentals of Journalism		1 cr. hr.	None
MJFC 101 Intro to Mass Communications		3 cr. hrs.	None
ENGL English Writing Elective (Above ENGW)		3 cr. hrs.	None
PHIL Philosophy		3 cr. hrs.	None
ECON 001 Economics		3 cr. hrs.	None
SOCI Sociology		3 cr. hrs.	None
Sophomore Year: Spring Semester	16 cr. hrs.		
COMM 210 Intro to Strategic Communications		3 cr. hrs.	Sophomore Standing
COMM 203 Principles of Persuasion		3 cr. hrs.	None
COMM/MJFC Communication Elective		3 cr. hrs.	None
ECON 002 Economics		3 cr. hrs.	None
COMM 103 Fundamentals of Public Relations		1 cr. hrs.	Sophomore Standing
POLS Political Science		3 cr. hrs.	None
Junior Year: Fall Semester	15 cr. hrs.		
COMM 301 International/Intercultural Comm.		3 cr. hrs.	None
COMM 311 Basic PR Writing		3 cr. hrs.	MJFC100: Fundamentals of Journalism AND COMM 210: Intro to Strategic Comm
COMM 351 Advanced Public Speaking		3 cr. hrs.	COMM 101: Principles of Speech
African-American Elective		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
Junior Year: Spring Semester	15 cr. hrs.		
COMM 312 Advanced PR Writing		3 cr. hrs.	COMM 311: Basic PR Writing
COMM 313 Public Affairs Planning & Mgmt		3 cr. hrs.	COMM 311: Basic PR Writing
PSYC Psychology		3 cr. hrs.	None
Fine Arts Elective		3 cr. hrs.	None
Minor Requirement		3 cr. hrs.	None
Senior Year: Fall Semester	12 cr. hrs.		
COMM 410 Social Media & Integrated Mktg.		3 cr. hrs.	COMM 311: Basic PR Writing OR COMM 323: Advertising Research & Marketing
COMM 491 CapComm Lab		3 cr. hrs.	COMM 312: Advanced PR Writing OR COMM 323: Advertising Research
Minor Requirement		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
Senior Year: Spring Semester	12 cr. hrs.		
COMM 401 Practicum-Internship: PR		1 cr. hr.	Junior/Senior Standing & prior approval of Internship before beginning Internship, COMM311: Basic PR Writing
COMM/MJFC Communication Elective Course		3 cr. hrs.	
Social Science Elective (formerly MGMT 301 Principles of Mgmt & Org. Beh.)		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
Minor Requirement		3 cr. hrs.	
TOTAL		120 cr. hrs.	

IMPORTANT: Unless otherwise arranged, CHSOC required courses should be taken within the Year designated (i.e. junior year, senior year, etc.). Electives and Minor courses may be taken as available.

Adherence to this scheme by non-communication majors does not influence the student's chance of admission to the Cathy Hughes School of Communications and does not presuppose acceptance. See Academic Advisors for further information.

****NOTE:** All COMM Minor and ENGW classes require a grade of C or better. All Minors and General Electives must be taken outside of the Cathy Hughes School of Communications

STUDENTS WHO HAVE ENROLLED IN A COURSE WITHOUT THE PROPER PREREQUISITE(S) CAN BE ADMINISTRATIVELY WITHDRAWN FROM THE COURSE.

SCHOOL OF COMMUNICATION CORE REQUIREMENTS – TOTAL Credits = 46

(Total credits = 7 credits)

- Intro: Comm. Professional Development - (1 credits)
- Digital Media Literacy - (3 credits)
- Ethical Issues in Communications - (3 credits)

DEPARTMENTAL CORE REQUIREMENTS

(Total credits = 13 credits for Strategic includes 1 credit Internship)

- CapComm Lab - (3 credits)
- International/Intercultural Communication - (3 credits)
- Principles of Persuasion - (3 credits)
- Introduction to Mass Communications - (3 credits)
- Practicum-Internship - (1 credits)

STRATEGIC COMMUNICATION CORE REQUIREMENTS

(Total credits =9 credits)

- Introduction to Strategic Communications - (3 credits)
- Advanced Public Speaking - (3 credits)
- Social Media & Integrated Marketing Communication - (3 credits)

PUBLIC RELATIONS SEQUENCE REQUIREMENTS

(Total credits = 17 credits)

- Fundamentals of Journalism – (1 credit)
- Fundamentals of Public Relations – (1 credit)
- Basic PR Writing - (3 credits)
- Advanced PR Writing - (3 credits)
- Public Affairs Planning & Management - (3 credits)
- Elective – minimum of **two (3)** of the following courses (6 credits)
 - Advertising Copywriting and Design
 - Communications Research Methods
 - Communications law
 - Introduction to Leadership & Management
 - Conflict Management & Negotiation
 - Race, Gender and Media
 - Interpersonal Communication
 - Organizational Communication
 - COMM 407: SR: Special Topics (Strat Comm Concentration Options Only)