

Mass Communications - (Public Relations)

The following course sequence sheet is for illustrative purposes only and should not be construed as formal academic advisement. Course selections and sequence may vary depending on course availability and counsel from your academic adviser. You should consult an academic adviser before developing an actual academic plan.

Cr.	First Semester	Cr.	Second Semester
3	MASSCOMM.110 Mass Comm & Pop Arts	3	MASSCOMM.230 Newswriting
3	Free Elective	3	General Ed. Values, Ethics, Decision-Making
3	ENGLISH.101 Composition I or General Education Communications	3	General Education Communications or ENGLISH.101 Composition I
3	BUSED.101 Introduction to Business (Group B)	3	ECONOMIC.121 Principles of Econ I (Group B)
3	General Ed. Group C (Natural Science/Math)	3	General Ed. Group C (Natural Science/Math)
1	INTSTUDY.100 Optional University Seminar		
16	Total Semester Credits	15	Total Semester Credits
Cr.	Third Semester	Cr.	Fourth Semester
3	MKTG.310 Marketing Principles & Practices	3	MKTG.340 Advertising Management
3	Free Elective	3	General Ed. Quantitative/Analytical Reasoning
3	General Education Group A (Humanities)	3	General Education Group A (Humanities)
3	General Education Group B (Social Sciences)	3	General Education Group B (Social Sciences)
3	General Ed. Group C (Natural Science/Math)	3	General Ed. Group C (Natural Science/Math)
1	General Education Fitness/Recreation Skills		
16	Total Semester Credits	15	Total Semester Credits
Cr.	Fifth Semester	Cr.	Sixth Semester
3	MASSCOMM.310 Media Law & Ethics	3	MASSCOMM.315 Soc Foundations of the Mass Media or MASSCOMM.398 Research Methods in Mass Comm
3	MASSCOMM.251 Public Relations Theory & Practice		
3	Free Elective	3	MASSCOMM.352 Publicity & Public Relations
3	Free Elective	3	Free Elective
3	Free Elective	3	Free Elective
1	General Education Fitness/Recreation Skills	3	Free Elective
16	Total Semester Credits	15	Total Semester Credits

Cr.	Seventh Semester	Cr.	Eighth Semester
3	MASSCOMM.455 Public Relations Cases & Problems	3	MASSCOMM.482 Mass Communications Seminar
1	MASSCOMM.499 Senior Seminar		or MASSCOMM.497 Internship in Mass Communications
2	Free Elective	3	Free Elective
3	Free Elective	3	Free Elective
3	Free Elective	3	Free Elective
3	Free Elective		
15	Total Semester Credits	12	Total Semester Credits
TOTAL CREDITS: 120			

IMPORTANT NOTES:

The sequence of General Education courses is an example only; they may be taken in any order.

Consult advisor for current schedule of department electives.

This sequence requires more free electives than shown on the work program because it includes the course BUSED.101 and ECONOMIC.121 which are required for the major option but also count as Group B courses.

Two of the courses selected for the Major, General Education OR Free Elective must also qualify as

Diversity courses. See list of Diversity Courses and consult advisor.