ACADEMIC ROADMAP

Public Relations and Advertising

Here is a recommended semester-by-semester schedule for students. It includes both courses required for this major and general-education requirements. This is only a guide. Students should meet with their academic advisers to determine how best to satisfy degree requirements. By following this schedule, students who begin as Communication majors can expect to graduate within eight semesters if they wish. Students who transfer later into the department should expect a minimum of four semesters after they have completed the 100- and 200-level core requirements.

Freshman Year

FIRST SEMESTER				SECOND SEMESTER			
Course Title	**Catalog Number**	**REQ**	**Sequence**	**Course Title**	**Catalog Number**	**REQ**	**Sequence**
Media Literacy	COM 100	Yes		Intro Visual Communication	COM 215	Yes	
Intro Oral Communication	SPC 205	Yes		Basic Writing	CWP 102	YES	
Basic Writing	CWP 101	Yes		IF 14 Core Course		Yes	
IF 14 Core Course		Yes					

Sophomore Year

THIRD SEMESTER				FOURTH SEMESTER			
Course Title	**Catalog Number**	**REQ**	**Sequence**	**Course Title**	**Catalog Number**	**REQ**	**Sequence**
Intro Media Writing	COM 210	Yes		Principles Public Relations & Advtg	COM 301	Yes	
IF 14 Core Course		Yes		Group Communication	SPC 307	Yes	
				IF 14 Core Course		Yes	

Junior Year

FIFTH SEMESTER				SIXTH SEMESTER			
Course Title	**Catalog Number**	**REQ**	**Sequence**	**Course Title**	**Catalog Number**	**REQ**	**Sequence**
Public Relations Writing	COM 308	Yes		Applied Communication Research	COM 401	Yes	
Comm Graphics or Web & Social Media Production	COM 322 or COM 336	Yes		Communication Elective 1		Yes	
IF 14 Core Course		Yes		IF 14 Core Course		Yes	

Senior Year

SEVENTH SEMESTER				EIGHTH SEMESTER			
Course Title	**Catalog Number**	**REQ**	**Sequence**	**Course Title**	**Catalog Number**	**REQ**	**Sequence**
Campaigns Public Relations & Advtg	COM 418	Yes		Communication & Society	COM 450	Yes	
Communication Elective 2		Yes		Communication Elective 3		Yes	
IF 14 Core Course		Yes		IF 14 Core Course		Yes	