

ACADEMIC ROADMAP

Public Relations and Advertising, B.A.

Effective Fall 2022

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. Students should take five courses per semester in order to stay on track to graduate in four years.

Freshman Year (30 credits)

FIRST SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Media Literacy	COM 100	
Intro to Oral Communication	SPC 205	
College Writing I	CWP 101	
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

SECOND SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Intro to Digital Storytelling or Intro to Visual Communication	COM 212 or COM 215	COM 100
College Writing II	CWP 102	CWP 101
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

Notes and recommendations: Attend at least one faculty office hour; visit Academic Commons (Math & Writing Centers, tutoring); view your degree audit sheet in Degree Works.

Sophomore Year (60 credits)

THIRD SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Media Writing	COM 210	CWP 101 and CWP 102
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

FOURTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Principles of PR & Advertising	COM 301	COM 100, SPC 205, COM 210, and COM 212 or COM 215
Group Communication	SPC 307	SPC 205
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

Notes and recommendations: Form a study group; consider enrolling in a minor or certificate program

Junior Year (90 credits)

FIFTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Public Relations Writing	COM 308	COM 100, SPC 205, COM 210, and COM 212 or COM 215
Communication Graphics	COM 322	COM 100, SPC 205, COM 210, and COM 212 or COM 215
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

SIXTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Web & Social Media Production	COM 336	COM 100, SPC 205, COM 210, and COM 212 or COM 215
Applied Communication Research	COM 401	COM 301
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

Notes and recommendations:

Visit the Career Development Center; talk to your faculty advisor about graduate school options

Senior Year (120 credits)

SEVENTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
COM or SPC Elective 1 at 300- or 400-level		COM 100, SPC 205, COM 210, and COM 212 or COM 215
Campaigns in PR & Advertising	COM 418	COM 308, COM 401
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

EIGHTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Communication and Society	COM 450	COM 100 or SPC 103, SPC 205, COM 210, COM 212 or COM 215
COM or SPC Elective 2 at 300- or 400-level		COM 100, SPC 205, COM 210, and COM 212 or COM 215
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		
IF 14 Core Course/ All College Elective		

Notes and recommendations:

Apply for graduation; apply to graduate school, if applicable; visit the Career Development Center to have your resume reviewed