

ACADEMIC ROADMAP

Public Relations and Advertising, B.A.

Effective Fall 2023

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 | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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 & 102 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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, COM 212 or COM 215 |
| Group Communication | SPC 307 | SPC 205 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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, COM 212 or COM 215 |
| Communication Graphics | COM 322 | COM 100, SPC 205, COM 210, COM 212 or COM 215 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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, COM 212 or COM 215 |
| Applied Communication Research | COM 401 | COM 301 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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/SPC Elective 1 at 300 or 400 level | | |
| Campaigns in PR & Advertising | COM 418 | COM 308, COM 401 |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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, completion of 21 upper division COM/SPC courses |
| COM/SPC Elective 2 at 300 or 400 level | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 Core Course/ All College Elective | | |
| GE 23 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.