

COMMUNICATION - PR TRACK 14-15 EIGHT SEMESTER PLAN

YEAR 1

FRESHMAN FALL			STATUS	PREREQ	NOTES
UE 101	University Experience	1			
ENG 103	English Composition I	3		ACT/SAT	
PSY 113	Principles of Psychology	3			
COM 111	COM Practices/Professions	1			
COM 123	Introduction to New Media	3			
	Social Sciences Elective (3)	3			
Total		14			

FRESHMAN SPRING			STATUS	PREREQ	NOTES
ENG 113	English Composition II	3		ENG 103	
COM 153	Principles of PR	3			
COM 163	Interpersonal Communication	3			
	Literature Elective (3)	3			
	Science Elective (4)	4			
Total		16			

YEAR 2

SOPHOMORE FALL			STATUS	PREREQ	NOTES
SP 203	Effective Speaking	3		ENG 113	
COM 253	Event Planning	3		COM 153	
COM 203	Media & Society	3		ENG 103	
MK 203	Marketing	3		Soph Standing	
COM 263	Comm Theories & Research	3			
Total		15			

SOPHOMORE SPRING			STATUS	PREREQ	NOTES
COM 213	Business Communication	3		ENG 113	
COM 293	Argumentation and Debate	3		SP 203	
COM 413	Corporate and Org Comm	3		COM 213	
COM 353	PR Writing and Production	3		COM 253	
	Math/Science Elective (3)	3			
Total		15			

YEAR 3

JUNIOR FALL			STATUS	PREREQ	NOTES
COM 363	Rhetoric and Persuasion	3		SP 203	
COM 233	Intercultural Communication	3			
	Math Elective (3)	3			
	COM Elective (3)	3			
	Free Elective (3)	3			
Total		15			

JUNIOR SPRING			STATUS	PREREQ	NOTES
COM 301	Campus Media Internship	1		COM Major	
COM 453	PR Planning & Campaigns	3		COM 213	
MK 323	Integrated Marketing Comm	3		MK 203	
	Free Electives (8+)	8			
Total		15			

YEAR 4

SENIOR FALL			STATUS	PREREQ	NOTES
MK 463	Marketing Research	3		MK 203	
COM 301	Campus Media Internship	1		COM Major	
COM 433	Media Law & Ethics	3		COM 123	
	COM Elective (3)	3			
	Gen Ed Elective (2+)	2			
	Free Elective (3)	3			
Total		15			

SENIOR SPRING			STATUS	PREREQ	NOTES
COM 4013	Senior Capstone Internship	3		Sr Standing	
	or COM 4281 & 4292				
	Free Electives (12)	12			
Total		15			