

PROFESSIONAL COMMUNICATION – PUBLIC RELATIONS BACHELOR OF ARTS CHECKLIST

Public relations practitioners require outstanding communication skills and knowledge to conduct campaigns lobby or maintain key relationships.

Students should complete the prerequisites and initial courses (100-200) before intermediate courses (300) and intermediate courses before advanced courses (400-500). Major electives can be taken alongside either intermediate or advanced courses. The capstone course is completed at the end of major coursework.

Category	Title	Description	Credits	Completed (sem. / year)	
Prerequisites (5 credits)	COMM 103	Public Speaking or equivalent	3		
	COMM 171	Desktop Computer Design for Communication or equivalent	2		
Required (34 credits)	Initial	COMM 301	Connections: Intro. to Comm.	2	
		INFS 315	Searching for Information	4	
		MDST 361	Visual Communication	4	
	Intermediate	COMM 320	Individual Rights & Public Discourse	4	
		COMM 380	Public Relations Writing	4	
		COMM 381	Public Relations Principles *	4	
		COMM 383	Employee Communication	2	
	Advanced	COMM 385	Media Relations <i>(must be completed before taking Capstone)</i>	4	
		COMM 481	Advanced Public Relations	2	
COMM 482		Applied Communication Capstone <i>(must finish COMM 385 before taking this course)</i>	4		
Electives (4 credits) <i>Choose one of courses listed</i>	COMM 350I COMM 351 COMM 352 COMM 361 COMM 499	Communication Internship Communication in Workgroups * Organizational Communication Managerial Communication * Topics in Communication	4		
Total Credits for Major <i>(does not include prerequisites)</i>			38		

* Theory Seminar option or workshop available (see Creative Learning Strategies section of the Catalog) for those students with extensive life or work experience.

(over)

Updated 11/2/2011 sap

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