Curriculum for Bachelor's Degree Public Relations

First Year		
First Semester		
01-101	English Composition I	3
25-101	Survey of Mathematics I	3
55-191	University Seminar I	1
55-208	Introduction to Mass Communications	3
55-218	Public Relations Principles and Practices	3
XX-XXX	Natural Science Requirement 1	3
		16
Second Semester		
01-102	English Composition II	3
16-100	Lifetime Fitness and Wellness	2
25-102	Survey of Mathematics II	3
55-192	University Seminar II	1
55-215	TV and Radio Announcing	3
XX-XXX	Natural Science Requirement 2	3
		15
Second Year		
First Semester		
01-200	Speech	3
01-201 or 205	World Literature I or African-American Literature I	3
55-251	Public Relations Writing	3
XX-XXX	Minor Course Requirement 1	3
XX-XXX	Arts / Humanities Elective	3
		15
Second Semester		
01-202 or 206	World Literature II or African-American Literature II	3
33-103 or 40-201	Introduction to Political Science or Macroeconomics	3
34-201 or 34-202 or 34-203 or 34-204	American Civilization to 1865 American Civilization from 1865 The African-American Experience to 1865 The African-American Experience from 1865	3
55-209	Organizational Communication	3
55-241	News Reporting and Editing I	3
XX-XXX	Minor Course Requirement 2	3

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Third Year		
First Semester		
31-395	Global Societies	3
55-351	Advanced Public Relations	3
55-405	Techniques of Layout and Design	3
XX-101	Elementary Foreign Language I	3
XX-XXX	Minor Course Requirement 3	3
		15
Second Semester		
55-334	Media Research Techniques	3
55-352	Public Relations Management and Campaigns	3
55-450	Internship	3
XX-102	Elementary Foreign Language II	3
		12
Fourth Year		
First Semester		
55-353	Public Opinion and Propaganda	3
55-425	Mass Communications Practicum	3
XX-XXX	Minor Course Requirement 4	3
XX-XXX	Minor Course Requirement 5	3
XX-XXX	Minor Course Requirement 6 or Elective	3
		15
Second Semester		
55-407	Media Law and Ethics	3
55-460	Senior Project (Senior Capstone)	3
XX-XXX	Minor Course Requirement 7 or Elective	3
XX-XXX	Minor Course Requirement 8 or Elective	3
XX-XXX	Elective	3
		15
	Total credits 121	

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