

Public Relations, Social Media, & Advertising Production

FRESHMAN YEAR

Fall Semester	15 Credits
COMM 1105 Intro to Communication and Media Studies	3
ENGL 1100 Writing I	3
MATH 1100 Math in Society (QR)	3
FYE 1xxx First Year Experience.....	3
Gen Ed/WS or Exploration	3

Spring Semester	15 Credits
COMM 1120 Message Design	3
COMM 3025 Social Media Advertising and Public Relations	3
ENGL 1200 Writing II.....	3
SOC 1100 Intro to Sociology (CV or DP)	3
Gen Ed/WS or Exploration	3

JUNIOR YEAR

Fall Semester	15 Credits
COMM 4212 Marketing Communication.....	3
COMM xxxx Jr. Writing Requirement.....	3
Gen Ed/Exploration.....	3
Gen Ed/Exploration.....	3
Free Elective	3

Spring Semester	15 Credits
COMM 3430 Writing for Advertising.....	3
COMM xxxx Phase III Departmental Elective.....	3
COMM 4xxx Phase IV Upper-Level Theory	3
Gen Ed/Integration (AIA) or Minor Course	3
Free Elective	3

General Education: Foundation

3 credits Reading and Information Literacy (R and IL): First Year Experience
3 credits Writing (W): Writing I
3 credits Writing and Information Literacy (W and IL): Writing II
3 credits Quantitative Reasoning (QR) (MATH)
3 credits World Languages, Speaking and Listening (WS)

General Education: Exploration

3 credits Civic Learning (CV)
3 credits Diverse Perspectives (DP)
3 credits Ethical Reasoning (ER)
3 credits Fine Arts Expression and Analysis (FA)
3 credits Historical Inquiry and Analysis (HI)
3 credits Literary Inquiry and Analysis (LI)
3 credits Personal Wellness (PW)
3 credits Procedural and Logical Thinking (PL)
3 credits Scientific Inquiry and Analysis (SI)

General Education: Integration

9 credits AIA (3 of which must be Integrative High Impact Practice - IHIP)
OR
Minor (professional majors completing a minor or second major must include at least 9 credits in LA&S disciplines for that minor)

General Education: MAJ

There may be major courses that have been approved to fulfill up to 3 General Education requirements (at least 9 credits). Varies by major and concentration.

SOPHOMORE YEAR

Fall Semester	15 Credits
COMM 3460 Public Relations	3
COMM 2xxx Media History Requirement.....	3
COMM xxxx Phase III Departmental Elective	3
Gen Ed/Exploration	3
Gen Ed/Exploration	3

Spring Semester	15 Credits
COMM 3304 Communicating Project Design	3
COMM xxxx Phase III Departmental Elective	3
Gen Ed/Exploration	3
Gen Ed/Exploration	3
Gen Ed/Exploration	3

SENIOR YEAR

Fall Semester	18 Credits*
COMM xxxx Phase III Departmental Elective.....	3
COMM 4xxx Phase IV Upper-Level Theory	3
Gen Ed/Integration (AIA) or Minor Course	3
Free Elective	3
Free Elective	3
Free Elective	3

* Students should take one 18-credit semester in the first 3½ years as senior spring semester Internship is only 12 credits. See example above.

Spring Semester	12 Credits
COMM 4880 Internship (IHIP)	12

Suggested 4-year plan of study. Completion of 120 credits required for graduation.