



**Bachelor of Arts in Arts, Humanities and Social Sciences**

**Major: Public Relations**

**2018-2019 Sample 4-Year Plan**

**Total Degree Requirements: 120 credits**

Student \_\_\_\_\_ Student ID# \_\_\_\_\_ Student Phone # \_\_\_\_\_

Advisor \_\_\_\_\_ Minimum GPA 2.50 \_\_\_\_\_ Minor/Career Interest(s) \_\_\_\_\_

Students are not limited to this plan; it is meant to be used as a guide for planning purposes in consultation with your advisor. The sample schedule is one possible path to completing your degree within four years. For official program requirements, please refer to the [Undergraduate Catalog](#).

**First Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
AHSS 111	Introduction to Global Citizenship and Diversity		3		
ENGL 101	Composition I (SGR #1)	p. Placement	3		
MCOM 119	MCOM Fundamentals – First Year Seminar		2	F/S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4)	Placement testing is required to determine proficiency level.	4		
SGR #6	Natural Sciences		3		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 210-210L	Basic Newswriting and Lab	p. ENGL 101	3		
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language (SGR #4)	p. 101	4		
SPCM 101	Fundamentals of Speech (SGR #2)		3		
SGR #3	Social Sciences/Diversity	SGR #3 satisfied by coursework from 2 different disciplines.	3		
SGR #5	Mathematics	p. Placement	3		
<b>Total Credit Hours</b>			16		

**Second Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ENGL 201 or ENGL 283	Composition II or Creative Writing (SGR #1)	p. ENGL 101	3		
MCOM 220-220L	Introduction to Digital Media and Lab		3	F/S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language.	p. 102	3		
SGR #6	Natural Sciences		3		
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 270	Data Analysis in Communication		3	S	
Modern Foreign Language Course	Students must complete through the 202 level in an approved Modern Language.	p. 201	3		
SGR #3	Social Sciences/Diversity	SGR #3 satisfied by coursework from 2 different disciplines.	3		
Major Elective	Select an approved major elective: ADV 371-371L, ADV 372-372L, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 336, MCOM 339-339L, MCOM 340-340L, MCOM 359-359L, MCOM 365-365L, PUBR 472, SPCM 201, SPCM 410, SPCM 440		3		

Information subject to change. This is not a contract.

p. = Course Prerequisite  
Semester: F = Fall, S = Spring, SU = Summer



Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
<b>Total Credit Hours</b>			15		

**Third Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 411-411L	Media Analytics and Studio		3	F	
MCOM 416 or ADV 476	Mass Media and Society or Global and Multicultural Advertising	MCOM 416: Fall; ADV 476: Spring	0-3	F/S	
PUBR 345	Public Relations Writing		3	F/S	
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3-6		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
Major Elective	Select an approved major elective: ADV 371-371L, ADV 372-372L, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 336, MCOM 339-339L, MCOM 340-340L, MCOM 359-359L, MCOM 365-365L, PUBR 472, SPCM 201, SPCM 410, SPCM 440		3		
MCOM 331-331L	Video Production and Lab		3	F/S	
Minor/2 <sup>nd</sup> Major Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3-6		
<b>Total Credit Hours</b>			12-15		

**Summer**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 394 or MCOM 494	Internship		2-3		
<b>Total Credit Hours</b>			2-3		

**Fourth Year**

**Fall**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
MCOM 430	Media Law		3	F/S	
Major Elective	Select an approved major elective: ADV 371-371L, ADV 372-372L, MCOM 219, MCOM 265-265L, MCOM 266-266L, MCOM 336, MCOM 339-339L, MCOM 340-340L, MCOM 359-359L, MCOM 365-365L, PUBR 472, SPCM 201, SPCM 410, SPCM 440		3		
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	6		
<b>Total Credit Hours</b>			15		

**Spring**

Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
ADV 476 or MCOM 416	Global and Multicultural Advertising or Mass Media and Society	ADV 476: Spring; MCOM 416: Fall	0-3	F/S	
PUBR 442-442L	Integrated Marketing Communication and Campaigns and Studio	Capstone	3	S	
Minor/2 <sup>nd</sup> Major Course		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	3		



Prefix + Number	Course Title	Prerequisites/Comments	Credits	Semester	Grade
General Elective		Complete 72 credit hours outside of the ADV, MCOM, & PUBR prefixes.	5-8		
		<b>Total Credit Hours</b>	14		

**Comments/Notes**

Students from all academic majors can pursue graduation with Fishback Honors College distinction. View the [Honors program requirements](#).

As part of the College of Arts, Humanities and Social Sciences, students in this program must complete/earn:

- a minimum of 33 upper division credits (300-400 level courses)
- a capstone course in the major
- a designated diversity, equity, and inclusion course – AHSS 111 (or AIS 211 for teaching specialization students only)
- a minor, second major, or teaching specialization
- 6+ credits of Modern Foreign Language coursework, including completion of the 202-Level

As part of the Journalism and Mass Communication program, students must:

- Earn a minimum GPA of 2.50 and a minimum course grade of C or better in all major courses
- Take a minimum of 72 credit hours outside of the ADV, MCOM, and PUBR prefix