

B.A. COMMUNICATION STUDIES Major Requirements PUBLIC RELATIONS Concentration

The B.A. in Communication Studies with a concentration in Public Relations consists of 39 major credits. Public Relations is designed to introduce students to both the theory and practice of public relations. Students will examine the strategies, principles, and techniques of public relations and how organizations seek to share their messages with the internal and external public. Students choosing this track are generally interested in pursuing careers in the public relations field.

Pre-Communication Studies Requirements

Course Prefix/Number	Description	Credit Hours	Notes
COMM 1101	Public Speaking	3	Requires grade of C or better
COMM 2100	Introduction to Communication Theory	3	Requires grade of C or better Limited to 2 Attempts
COMM 2104	Communication Studies Foundations	3	C or better
STAT 1222 or 1220 or 1221	Introduction to Statistics	3	Requires grade of C or better

Students who have met the requirements above and have a 2.0 CUM GPA can apply to become a Communication Studies major. Students must complete the online application to transition from Pre-Communication status to the Communication Studies major. Change of Major/Minor form is available at <https://communication.charlotte.edu/advising/declaration-process>. **Students with a Pre-Communication major will not be able to register for the majority of the core and required concentration courses.** These courses will only be open to students who have met the qualifications to declare the Communication Studies major and have completed the formal declaration process.

Core Requirements

Available to Fully Declared Communication Studies Majors ONLY

Course Prefix/Number	Description	Credit Hours	Notes
COMM 2101	Introduction to Rhetorical Theory	3	Declared Major
COMM 3100	Communication Research Methods	3	Declared Major
COMM 3101	Persuasion	3	Declared Major

Concentration Requirements

Available to PCOM & JOUR Minor Students

Course Prefix/Number	Description	Credits	Pre-requisites/Notes
JOUR 2100*	Writing Foundations in Communication Studies	0	
JOUR 2160*	Introduction to Journalism	3	*Pre/Co-requisite: JOUR 2100

Available to Fully Declared Communication Majors ONLY

Course Prefix/Number	Description	Credits	Pre-requisites/Notes
COMM 2145*	Principles of Public Relations	3	
COMM 2146	Public Relations Ethics	3	
COMM 3245*	Public Relations Writing	3	*Prerequisites: JOUR 2100, 2160
COMM 4145*	Communication Campaigns	3	*Prerequisites: COMM 2145, 3245
COMM 4410	Communication Internship	3	*Prerequisites: COMM 2145, 3245