

B.A. COMMUNICATION STUDIES Public Relations Concentration

Public Relations is a 39-credit hour concentration in Communication Studies designed to provide students with knowledge of public relations as a professional practice. Students examine both the theory and application of public relations. Students choosing this track are generally interested in pursuing careers in the public relations field.

Communication Studies Major Prerequisites (12 credit hours)

Course Prefix/Number	Description	Credit Hours	Prerequisites/ 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	Requires grade of C or better
STAT 1222 or 1221 or 1220	Introduction to Statistics	3	Requires grade of C or better

Students who have met the requirements above and have a 2.0 cumulative GPA may begin taking core or upper division courses. These courses will only be open to students who have completed above prerequisites and have completed the formal declaration process

Communication Studies Major Core Requirements (9 credit hours)

For Fully Declared Communication Studies Majors only

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

Public Relations Concentration Requirements (18 credit hours)

For Communication Studies majors who have completed the above prerequisites

Course Prefix/Number	Description	Credit Hours	Prerequisites/Notes
JOUR 2100	Writing Foundations in Communication Studies	0	
JOUR 2160	Introduction to Journalism	3	JOUR 2100
COMM 2145	Principles of Public Relations	3	
COMM 2146	Public Relations Ethics	3	
COMM 3245	Public Relations Writing	3	JOUR 2100, JOUR 2160

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COMM 4145	Communication Campaigns	3	COMM 2145, COMM 3245
COMM 4410	Communication Internship	3	COMM 2145, COMM 3245