

45 Hours

PUBLIC RELATIONS & RHETORICAL ADVOCACY

Communications-BA  
COMR

PREREQUISITE: Students must complete COM 11400 and achieve a GPA of 2.67 or above on a 4.0 scale in the three Pre-Communication courses before declaring this or any concentration in communication. **NO** additional communication courses from the plan of study can be taken prior to admission.

**Only one Pre-Communication course may be repeated one time for admission purposes.**

Cr.Hrs.

A. The following courses to satisfy Pre-Com requirements.....9

- 3\_\_COM 10200 Introduction to Communication Theory
- 3\_\_COM 20400 Critical Perspectives on Communication
- 3\_\_COM 25000 Mass Communication and Society\*

**OR**

- 3\_\_COM 31800 Principles of Persuasion

**Date Admitted:** \_\_\_\_\_ **Communication Advisor Signature:** \_\_\_\_\_

\*\*\*\*\*

Cr.Hrs.

B. The following General Communication courses.....18

- |   |   |
|---|---|
| 3__COM 21200 Approaches to Study of Interpersonal Com*                                | 3__COM 31400 Advanced Presentational Speaking |
| 3__COM 30400 Quantitative Methods for Communication Research                          | 3__COM 32400 Intro to Org. Communication*     |
| 3__COM 25000 <b>OR</b> 31800 (whichever is <b>NOT</b> taken in Section A for Pre-Com) | 3__COM 43500 Com & Emerging Technologies      |

C. The core in Public Relations, Advertising, and Rhetorical Advocacy .....9

- 3\_\_COM 25300 Introduction to Public Relations
- 3\_\_COM 25600 Introduction to Advertising
- 3\_\_COM 31200 Rhetoric in the Western World\*

D. Choose **ONE** of the following **areas of specialization** ( Advertising, Public Relations, Public Relations & Advertising, Argumentation, or Campaigns ) and take three of the listed courses .....9

**(Additional 30000 & 40000 level courses STRONGLY recommended, taken as electives, space permitting)**

1. ADVERTISING

- 3\_\_COM 25200 Writing for Mass Media
- 3\_\_COM 33600 Advertising in the Electronic Mass Media
- 3\_\_COM 35600 Problems in Advertising
- 3\_\_COM 45600 Advertising Writing
- 3\_\_COM 49500 Special Topics in Public Relations and Rhetorical Advocacy\*\*

2. PUBLIC RELATIONS

- 3\_\_COM 25200 Writing for Mass Media
- 3\_\_COM 35300 Problems in Public Relations\*\*
- 3\_\_COM 49500 Special Topics in Public Relations and Rhetorical Advocacy\*\*
- 3\_\_COM 51500 Persuasion in Social Movements

**See reverse for additional information**

D. Cont'd

3. PUBLIC RELATIONS AND ADVERTISING

- 3\_\_COM 25200 Writing for Mass Media
- 3\_\_COM 33600 Advertising in the Electronic Mass Media
- 3\_\_COM 35300 Problems in Public Relations
- 3\_\_COM 35600 Problems in Advertising
- 3\_\_COM 49500 Special Topics in Public Relations and Rhetorical Advocacy\*\*

4. ARGUMENTATION

- 3\_\_COM 21000 Debating Public Issues
- 3\_\_COM 31600 Controversy in American Society
- 3\_\_COM 32800 Diversity at Work
- 3\_\_COM 49500 Special Topics in Public Relations and Rhetorical Advocacy\*\*
- 3\_\_COM 51000 Nature and Scope of Argumentation
- 3\_\_COM 51500 Persuasion in Social Movements

5. CAMPAIGNS

- 3\_\_COM 33600 Advertising in the Electronic Mass Media
- 3\_\_COM 35300 Problems in Public Relations
- 3\_\_COM 49500 Special Topics in Public Relations and Rhetorical Advocacy\*\*
- 3\_\_COM 51500 Persuasion in Social Movements
- 3\_\_COM 51700 Communication in Politics

Note: COM 49500 may be repeated for credit (max. 6 hours). Topics include Corporate Advocacy, Integrated Marketing Communication, Int'l Communication Campaigns, PR and Internet Technology, Persuasion and Social Protest.

Total.....45

**SUGGESTED ARRANGEMENT OF COURSES:**

F	*ENGL COMPOSITION	*COM 11400	*MATH/STAT	+*OTHER LANGUAGE	
R			*MATH/STAT	*PRE-COM COURSE (INDIV. & SOC.)	
S	*LAB SCIENCE		*AESTHETIC AWARENESS	PRE-COM COURSE	
O	* SCIENCE	*UNITED STATES TRADITION	*OTHER CULTURES	*RACIAL & ETHNIC DIVERSITY	PRE-COM COURSE
J	*GENDER ISSUES	*GLOBAL PERSPECTIVE	*REQ B	REQ B	
R	*SOCIAL ETHICS	REQ. C	*REQ. C ( W. Heritage)	REQ. D	REQ. E
S		REQ B	REQ. B	REQ. C	REQ. B
R			REQ D	REQ. D	REQ. B

\*Satisfies a school core requirement.

\*\*This course has prerequisites beyond admission requirements. Please refer to SLA course catalog for prerequisite course(s).

+Some students may need to begin language courses at a lower level.

02/04, 9/06, 10/07, 200720