

45 Hours

PUBLIC RELATIONS & RHETORICAL ADVOCACY

Communications-BA
COMR

PREREQUISITE: Students must complete COM 11400 and achieve a GPA of 3.0 or above on a 4.0 scale in the three Pre-Communication courses before declaring this or any major 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.
A grade of C- or better must be earned in any course used to fulfill a major requirement, including Pre-Com.**

- 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 31800 Principles of Persuasion

Date Admitted: _____ **Communication Advisor Signature:** _____

- Cr.Hrs.
- B. The following General Communication courses18
- | | |
|--|---|
| 3__COM 21200 Approaches to Study of Interpersonal Com* | 3__COM 31400 Advanced Presentational Speaking |
| 3__COM 25000 Mass Communication and Society | 3__COM 32400 Intro to Org. Communication* |
| 3__COM 30400 Quantitative Methods for Communication Research | 3__COM 43500 Com & Emerging Technologies |

- C. The core in Public Relations, Advertising, and Rhetorical Advocacy9
- 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 courses9
(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 45600 Advertising Writing
- 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	
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 (INDIV. & SOC.)	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 CLA course catalog for prerequisite course(s).

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