

Slippery Rock University of Pennsylvania - Curriculum Guide

Bachelor of Science in Communication – Public Relations Track

LIBERAL STUDIES REQUIREMENTS (45-46 credits) See Liberal Studies Guide for Goal and Enrichment choices

GOAL COURSE Requirements Complete Goal requirements as indicated below (36-37 credits)

| | Course | Title | Cr | Gr |
|--|---|---|-------------|----|
| Basic Requirements - ENGL101&103 required if student entered SRU prior to Fall 2011. ENGL102 required if student entered SRU Fall 2011 forward. | | | | |
| | ENGL 101 <u>and</u> ENGL 103 <u>or</u> ENGL 102 | College Writing I <u>and</u> College Writing II <u>or</u> College Writing | 3 3 3 | |
| | COMM 200 | Public Speaking ★ | 3 | |
| | ENGL 210 | Interpreting Literature ★ | 3 | |

The Arts

| | | | | |
|--|------|--|---|--|
| | Goal | | 3 | |
|--|------|--|---|--|

Global Community (see Liberal Studies Guide for detail)

| | | | | |
|--|---------------|--|---|--|
| | Goal – Non-US | | 3 | |
| | Goal – Non-US | | 3 | |
| | Goal – US | | 3 | |

Human Institutions/Interpersonal Relationships

| | | | | |
|--|------|--|---|--|
| | Goal | | 3 | |
|--|------|--|---|--|

Science, Technology & Math

| | | | | |
|--|-------------|--|-----|--|
| | Goal – Sci | | 3 | |
| | Goal – Sci | | 3 | |
| | Lab – Sci | | 0-1 | |
| | Goal - Math | | 3 | |

Challenges of the Modern Age

| | | | | |
|--|------|--|---|--|
| | Goal | | 3 | |
|--|------|--|---|--|

ENRICHMENT COURSE REQUIREMENTS Choose one course from three of the following Enrichment areas. (9 credits)

| The Arts | | | | |
|--|--|--|--|--|
| | | | | |
| Global Community | | | | |
| | | | | |
| Human Institutions/Interpersonal Relationships | | | | |
| | | | | |
| Science, Technology & Math | | | | |
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COMPUTER COMPETENCY (for students entering Fall 2008 and after) Students must demonstrate "computer competency" by:

| | | | | |
|-----------|-------------|--|-----|--|
| | Passed Exam | Pass Computer Competency Exam at SRU Orientation | | |
| OR | CPSC _____ | Complete one of the following courses: CPSC 100, 110, 130 or 210 at SRU or another post-secondary institution | 1-3 | |

OTHER BASIC REQUIREMENTS

Check with your advisor or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

| | | | | |
|--|----------|-------------------|---|--|
| | ACSD 110 | Beginning Algebra | 3 | |
|--|----------|-------------------|---|--|

IMPORTANT CURRICULUM GUIDE NOTES

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisors to ensure accurate progress towards degree completion. *The information on this guide is current as of the date below. Students are responsible for curriculum requirements at the time of enrollment at the University.*

★ Indicates this course may have a prerequisite. Refer to the Undergraduate Online Catalog.

Student's Name: _____ Date: _____

Advisor's Name: _____

MAJOR REQUIREMENTS (56 credits)

| | Course | Title | Cr | Gr |
|--|----------------------------|--|----|----|
| Core Requirements (17 credits) | | | | |
| | COMM 110 | Communication Concepts | 3 | |
| | COMM 115 | Visual Literacy | 3 | |
| | COMM 310 | Communication Research Methods ★ | 3 | |
| | COMM 362 | Mass Media and Society | 3 | |
| | COMM 393 | Junior Seminar ★ | 1 | |
| | COMM 410 | Communication Law ★ | 3 | |
| | COMM 493 | Senior Seminar ★ | 1 | |
| Public Relations Emphasis (27 credits) | | | | |
| | COMM 201 | Digital Imaging ★ | 3 | |
| | COMM 231 | Introduction to Public Relations | 3 | |
| | COMM 232 | Publication Production | 3 | |
| | COMM 242 | News Writing ★ | 3 | |
| | COMM 315 | Organizational Communication ★ | 3 | |
| | COMM 332 | Case Studies in PR & IC ★ | 3 | |
| | COMM 333 | Public Relations Writing ★ | 3 | |
| | COMM 415 or COMM 312 | Persuasion ★ or Argumentation ★ | 3 | |
| | COMM 431 | PR & IC Campaigns ★ | 3 | |
| Message Production and Preparation – (6 credits) (Select 2 courses – at least one course must be 300 level or higher) | | | | |
| | COMM 247 | Photojournalism | 3 | |
| | COMM 254 | Video Production | 3 | |
| | COMM 258 | Interactive Multimedia I | 3 | |
| | COMM 307 | Social Media★ | 3 | |
| | COMM 318 | Professional Presentation ★ | 3 | |
| | COMM 334 | Publication Production II ★ | 3 | |
| | COMM 343 | Feature Journalism★ | 3 | |
| | COMM 347 | New Media Journalism★ | 3 | |
| | COMM 359 | Interactive Multimedia II | 3 | |
| Applied Communication (3 credits) | | | | |
| | COMM 450 | Internship (18 credits in major, junior status, 2.5 QPA in major, 2.5 QPA overall) | 3 | |
| Required Business Course (3 credits) | | | | |
| | MRKT 330 or MGMT 351 | Principles of Marketing or Organizational Behavior | 3 | |

| ELECTIVES (15-16 credits) (Major Electives, Other Liberal Studies Electives, Free Electives) | | | | |
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QPA REQUIREMENT
2.5 or higher Major QPA
2.5 or higher Overall QPA



COMMUNICATION – Public Relations Track – BS
Effective Fall 2011 to present
Enrollment Services
Revised 9-2011