COMMUNICATION • Public Relations and Strategic Communication Track 2019-2020
COMMUNICATION DEPARTMENT • FULTON SCHOOL

UNIVERSITY POLICIES
• Refer to the SU catalog for approved prerequisites and General Education courses.
• Requirements may not equal 120 credit hours. Students must register for additional electives to complete 120 credits required for graduation.
• All graduates must have a minimum of 30 credits of 300/400-level courses with C grade or above; at least 15 of those credits must be taken at SU.
• Students must have a minimum cumulative GPA of 2.0 for graduation.
• Students must complete at least 30 credit hours by direct classroom instruction and/or laboratory experience.
• Students must take 30 of the last 37 credit hours at SU.
• It is the student’s responsibility to satisfy graduation requirements. Please refer to the SU catalog for detailed major requirements.
• Students must apply online for graduation by November 15 for May and by May 15 for December.

GENERAL EDUCATION REQUIREMENTS

<table>
<thead>
<tr>
<th>Course No. &amp; Title</th>
<th>#Credits</th>
<th>Grade</th>
<th>Term Completed</th>
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<tbody>
<tr>
<td>Group I: English Composition and Literature (2 courses)</td>
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<tr>
<td>A. C or better in ENGL 103 or HONR 111</td>
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<td>B. Literature course (from either ENGL or MDFL Depts.)</td>
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<td>Group II: History (2 courses)</td>
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<td>A. HIST101, 102, or 103</td>
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<td>B. HIST101, 102, 103 or a HIST course above 103</td>
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<td>Group III: Humanities and Social Sciences (3 courses)</td>
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<tr>
<td>A. Select one course from one of the following seven areas: ART, COMM, DANC or THEA, MDFL, MUSC, PHIL, HONR 211</td>
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<td>B. Select one course from one of the following eight areas: ANTH, CADR, ECON or FINA, ENVR, Human GEOG, POSC, PSYC, SOCI, HONR 112</td>
<td>3/4</td>
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<td>C. Select one course from either Group IIIA or IIIB (course must be from a different area than previously selected)</td>
<td>3/4</td>
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<td>Group IV: Natural Science, Math and Computer Science (4 courses)</td>
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<td>A. Select courses with laboratories from at least two of the following four areas: BIOL, CHEM, GEOL or Physical GEOG, PHYS</td>
<td>4</td>
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<td>B. Select one additional course (need not be a lab) from Group IVA or EN10 or ENVR or COSC or MATH or HONR 212</td>
<td>3/4</td>
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<td>C. Select one course from MATH</td>
<td>3/4</td>
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<td>Group V: Health Fitness (1 course)</td>
<td>3</td>
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COMM CORE COURSES (3 courses)
Complete the following:
- COMM101 - Introduction to Human Communication 4
- COMM102 - Introduction to Mass Media 4

Complete 1 of the following (circle course taken):
- COMM399 - International Studies in Communication 4
- COMM490 - Communication Seminar 4
- COMM495 - Internship 4
- COMM497 - Independent Research 4

MINOR REQUIREMENT
Students must also complete a minor in an area other than in communication (attach minor checklist). Courses used to fulfill minor requirements may be double-counted for major requirements.

TRACK REQUIREMENTS
See back.
### PUBLIC RELATIONS & STRATEGIC COMMUNICATION TRACK

<table>
<thead>
<tr>
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#### PUBLIC RELATIONS & STRATEGIC COMMUNICATION TRACK CORE (4 courses)

- **COMM248 - Introduction to Public Relations** 4
- **COMM249 - Communication Practicum** 2
- **COMM260 - Business and Professional Communication** 4
- **COMM344 - Writing for the Professions** 4

#### PUBLIC RELATIONS & STRATEGIC COMMUNICATION TRACK ELECTIVES (4 courses)

**Analytical Electives**

Choose 2 from the following (circle courses taken):

- **COMM297 - Communication Research** 4
- **COMM317 - Persuasion and Argumentation** 4
- **COMM341 - Health Communication** 4
- **COMM365 - Managerial Communication** 4
- **COMM394 - Studies in PR/Strategic Communication** 4
- **COMM399 - International Studies in Communication** 4
- **COMM444 - Environmental Communication** 4
- **COMM447 - International Public Relations** 4
- **COMM448 - PR Cases and Strategies** 4
- **COMM465 - Communication Technology** 4

**Applied Electives**

Choose 2 from the following (circle courses taken):

- **COMM310 - Small Group Discussion** 4
- **COMM314 - Conference and Meeting Management** 4
- **COMM318 - Event Planning and Communication** 4
- **COMM335 - Communicating on the Web** 4
- **COMM342 - Advertising Campaigns** 4
- **COMM345 - Sports Communication** 4
- **COMM348 - Media Design and Layout** 4
- **COMM394 - Studies in PR/Strategic Communication** 4
- **COMM399 - International Studies in Communication** 4
- **COMM445 - Digital Public Relations** 4
- **COMM460 - Applied Organizational Communication** 4