



Hannibal-LaGrange University

## Bachelor of Arts or Science Public Relations

### Freshman - FALL SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- ENG 104 English Composition I (3)
- BIB 113/123 Old or New Testament Survey (3)
- Math General Education (3)
- ENG 011 Freshman Seminar (1)
- CAS 101 Intro to Speech Communication (3)
- Non-Life Science (3)

### Sophomore - FALL SEMESTER - 15 hours

#### GENERAL EDUCATION REQUIREMENTS

- HST History Course (3)
- PHE P.E. Course (1)
- General Education Option (3)

#### MAJOR REQUIREMENTS

- CAM 233 Broadcast Journalism (3)
- CAM 100-111-171 Newspaper/Magazine/Broadcast Project (1)
- BIS 201 or BIS 261 Web Page Design or Intro to Presentation Graphics (1)
- Elective (3)

### Junior - FALL SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- LIT Literature Course (3)
- PLS 131 US and MO Constitution\* (1)

#### MAJOR REQUIREMENTS

- CAS 323 Adv Public Speaking & Debate (3)
- CAM 333 Media Relations & Social Media (3)
- MKT 323 Principles of Advertising or Elective (3)
- CAM 453 PR Strategies & Tactics (3)

### Senior - FALL SEMESTER - 15-17 hours

#### GENERAL EDUCATION REQUIREMENTS

- MLN Language Course (BA only) or Elective (3)

#### MAJOR REQUIREMENTS

- CAM 401 Senior Capstone Project (1)
- CAS 423 Rhetorical Theory (3)
- CAM 433 Media Law & Ethics I (3)
- Elective (3)
- CAM 381-3 PR Internship (1-3)
- CAM 100-111-171 Newspaper/Magazine/Broadcast Project (1)

\*required for non-Missouri high school graduates

### Freshman - SPRING SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- ENG 106 English Composition II (3)
- BIB 113/123 Old or New Testament Survey (3)
- Fine Arts Appreciation Course (3)
- BIO Life Science Course w/Lab (4)

#### MAJOR REQUIREMENTS

- CAM 103 Intro to PR & Media (3)

### Sophomore - SPRING SEMESTER - 15-17 hours

#### GENERAL EDUCATION REQUIREMENTS

- HST History Course (3)
- PHE P.E. Course (1)
- Fine Arts Course (1)

#### MAJOR REQUIREMENTS

- ART 253 Digital Photography (3)
- CAM 253 PR Writing & Production Research (3)
- Elective (3)
- CAM 381-3 PR Internship (1-3)

### Junior - SPRING SEMESTER - 16 hours

#### GENERAL EDUCATION REQUIREMENTS

- LIT Literature Course (3)
- General Education Option (3)

#### MAJOR REQUIREMENTS

- MKT 313 Principles of Marketing (3)
- CAM 413 PR in Nonprofit Arena (3)
- CAS 303 Communication Theory (3)
- CAM 100-111-171 Newspaper/Magazine/Broadcast Project (1)

### Senior - SPRING SEMESTER - 14-16 hours

#### GENERAL EDUCATION REQUIREMENTS

- MLN Language Course - BA Only  
- or Elective (3)

#### MAJOR REQUIREMENTS

- CAM 473 PR Strategy & Implementation/Cases (3)
- CAM 381-3 PR Internship (1-3)
- Elective (3)
- CAM 463 Media Law & Ethics II (3)
- CAM 100-111-171 Newspaper/Magazine/Broadcast Project (1)

This is a proposed guideline. Please check the catalog and see your advisor for your final degree requirements.  
Hannibal-LaGrange University reserves the right to make changes to degree plans without advanced notice or obligation.  
The student is responsible for understanding and completing all general education, degree, departmental and graduation requirements.

Revised 10/17