

Bachelor of Arts or Science – Public Relations

Test Scores	English:	Math:	Reading:	Science:	Composite:
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Freshman Fall (16-17 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
HLG 011	Freshman Seminar	1			
BIB 113 BIB 123	Old Testament or New Testament	3			
CAS 101	Intro to Speech Communication	3			
ENG 104	English Composition I	3			
MTH ____	Appropriate Math Course	3			
_____	Non-Life Science (one gen ed science must have lab)	3-4			

Freshman Spring (15-16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
BIB 113 BIB 123	Old Testament or New Testament	3			
BIO ____	Life Science Course (one gen ed science must have lab)	3-4			
ENG 106	English Composition II	3			
_____	Fine Arts Appreciation Course	3			
Major Requirements					
CAM 103	Intro to PR & Media**	3			

Sophomore Fall (17 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
HST ____	History Course	3			
PHE ____	P.E. Course	1			
_____	General Education Option	3			
Major Requirements					
ART 253	Digital Photography	3			
BIS ____	BIS Software Course	1			
CAM 233	Broadcast Journalism*	3			
CAM 333 _____	Media Relations & Social Media* (even yr) or Upper Level Elective	3			

Sophomore Spring (14-16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
HST ____	History Course	3			
PHE ____	P.E. Course	1			
_____	Fine Arts Course	1-3			
Major Requirements					
CAM 253 CAM 413	PR Writing** (odd yr) or Public Relations in a Non-Profit Arena** (even yr)	3			
CAM 433 CAM 463	Media Law & Ethics I** (even yr) or Media Law & Ethics II** (odd yr)	3			
MKT 313	Principles of Marketing	3			

Junior Fall (15 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
LIT ____	Literature Course	3			
_____	General Education Option	3			
Major Requirements					
CAM 333 _____	Media Relations & Social Media* (even yr) or Upper Level Elective	3			
CAM 453	PR Strategies and Tactics*	3			
_____	Upper Level Elective	3			

Junior Spring (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
LIT ____	Literature Course	3			
Major Requirements					
CAM ____	Newspaper/Mag./Broadcast	1			
CAM 253 CAM 413	PR Writing** (odd yr) or Public Relations in a Non-Profit Arena** (even yr)	3			
CAM 433 CAM 463	Media Law & Ethics I** (even yr) or Media Law & Ethics II** (odd yr)	3			
CAM 473	PR Case Studies & Research** (even yr) or Upper Level Elective	3			
CAS 303	Communication Theory** (odd yr) or Upper Level Elective	3			

Senior Fall (15-17 hrs)		Cr.	Semester	Grade	Course ID
Major Requirements					
HLG 010	Chapel	0			
MLN ____	Language Course (BA only) or Elective	3			
Major Requirements					
CAM ____	Newspaper/Mag./Broadcast	1			
CAM 381	Comm/PR Internship	1-3			
CAM 401	Senior Capstone Project*	1			
CAS 323	Ad. Public Speaking & Debate	3			
_____	Upper Level Elective	3			
_____	Elective	3			

Senior Spring (16 hrs)		Cr.	Semester	Grade	Course ID
General Education Requirements					
HLG 010	Chapel	0			
MLN ____	Language Course (BA only) or Elective	3			
Major Requirements					
CAM ____	Newspaper/Mag./Broadcast	1			
CAM 473	PR Case Studies & Research** (even yr) or Upper Level Elective	3			
CAS 303	Communication Theory** (odd yr) or Upper Level Elective	3			
_____	Elective	3			
_____	Elective	3			

* Offered fall semester only, ** Offered spring semester only, † Must be taken concurrently