

BA Communication Major – Public Relations & Advertising Emphasis

Graduation MAP





WEBER STATE
UNIVERSITY

This is a suggested plan. Meet with an academic advisor to create a specific plan that best fits your academic needs. Remember, taking an average of 15 credit hours per semester facilitates timely graduation.

Catalog Year 2020-2021

NAME: _____

	Course	Credit Hour	Semester Offered	Milestones & Notes
Freshman (Semester 1)				
	COMM HU 1020 – Principles of Public Speaking	3	Fa, Sp, Su	<ul style="list-style-type: none">Complete Communication lower division core courses w/C or betterComplete ENGL 1010 and LIBS 1704 courses w/C or betterMeet with major advisorMeet with college academic advisor
	COMM 1130 – Media Writing	3	Fa, Sp, Su	
	COMM HU 2110 – Interpersonal & Small Group Communication	3	Fa, Sp, Su	
	Social Science SS/DV	3	Fa, Sp, Su	
	ENGL 1010 – Introductory College Writing*	3	Fa, Sp, Su	
	LIBS 1704 – Information Navigator	1	Fa, Sp, Su	
	Total Semester Credits	16		*Pre-requisite courses may be required
Freshman (Semester 2)				
	ENGL 2010 – Intermediate College Writing*	3	Fa, Sp, Su	<ul style="list-style-type: none">Complete ENGL 2010, MATH 1030 and COMM courses with grades of C or betterMeet with college academic advisor
	MATH 1030 – Contemporary Mathematics/ QL Course*	3	Fa, Sp, Su	
	COMM 1500 – Introduction to Mass Communication	3	Fa, Sp, Su	
	Creative Arts CA	3	Fa, Sp, Su	
	Life Science LS	3	Fa, Sp, Su	
	Total Semester Credits	15		*Pre-requisite courses may be required
Freshman (Optional)				
	Total Semester Credits			
Sophomore (Semester 3)				
	Physical Science PS	3	Fa, Sp, Su	<ul style="list-style-type: none">Overall GPA of 2.0 or higherComplete American Institutions and COMM courses with grades of C or betterMeet with major advisorMeet with college academic advisor
	Humanities HU or Creative Arts CA *do not duplicate departments	3	Fa, Sp, Su	
	American Institutions AI	3	Fa, Sp	
	COMM HU 2010 Mass Media & Society OR COMM ELECTIVE	3	Fa, Sp, Su	
	COMM 2270 Argumentation & Debate OR COMM ELECTIVE	3	Fa, Sp, Su	
	Total Semester Credits	15		
Sophomore (Semester 4)				
	Life Science LS or Physical Science PS *do not duplicate departments	3	Fa, Sp, Su	<ul style="list-style-type: none">Complete Gen Ed requirementsComplete Associate of Science in CommunicationComplete COMM courses with grades of C or betterMeet with college academic advisor
	Social Science SS *do not duplicate departments	3	Fa, Sp, Su	
	Track OR Minor Course	3		
	COMM 3000 Communication Theory	3	Fa, Sp, Su	
	COMM 2250 – Essentials of Digital Media OR COMM ELECTIVE	3	Fa, Sp	
	Total Semester Credits	15		
Sophomore (Optional)				

	Total Semester Credits			
	Course	Credit Hours	Semester Offered	Milestones & Notes
Junior (Semester 5)				
	COMM 3150 – Communication Research Methods	3	Fa, Sp	<ul style="list-style-type: none">• Complete COMM, MKTG 3010, Foreign Language and Track/Minor courses with grades of C or better• Meet with major advisor
	COMM 3400 – Public Relations	3	Fa, Sp	
	MKTG 3010 – Marketing Concepts	3		
	COMM 3350 – Visual Communication	3	Fa, Sp	
	Foreign Language	3	*Depends on Language	
	Total Semester Credits	15		
Junior (Semester 6)				
	COMM 3440 – Public Relations Writing	3	Sp	<ul style="list-style-type: none">• Complete COMM and Foreign Language courses with grades of C or better• Meet with college academic advisor
	COMM 3650 – Communication Law	3	Fa, Sp, Su	
	COMM 3892 Advanced Cooperative Work Experience with Public Relations OR COMM 3130 News Reporting and Writing	3	Fa, Sp	
	COMM 3090 – Gender & Communication OR MAJOR ELECTIVE	3	Sp	
	Foreign Language	3	*Depends on Language	
	Total Semester Credits	15		
Junior (Optional)				
	Total Semester Credits			
Senior (Semester 7)				
	COMM 3460 – Public Relations & Social Media OR MAJOR ELECTIVE	3		<ul style="list-style-type: none">• Overall GPA of 2.0 or higher• Complete all COMM and Track/Minor courses with grades of C or better.• Meet with major advisor• Meet with college academic advisor
	COMM 3850 – Advertising	3	Fa, Sp	
	COMM 4400 – Public Relations Media & Campaigns	3	Fa, Sp	
	Track OR Minor Course	3		
	Track OR Minor Course	3		
	Total Semester Credits	15		
Senior (Semester 8)				
	COMM 4890 – Communication Internship	3	Fa, Sp, Su	<ul style="list-style-type: none">• Complete COMM 4890, COMM 4990 and Minor/Track courses with grades of C or better• Meet with major advisor• Complete graduation application• Complete requirements for Bachelor of Arts in Communication with an emphasis in Public Relations & Advertising
	COMM 4990 – Senior Seminar	3	Fa, Sp	
	Track OR Minor course	3		
	Track OR Minor Course	3		
	Elective	3		
	Total Semester Credits	15		
Senior (Optional)				
	Total Semester Credits			
	Total Bachelor Credits	121	42 UD Credit Hours	

Gen Ed Breadth Requirements (do not duplicate departments)

<input type="checkbox"/> HU COMM 1020	<input type="checkbox"/> CA	<input type="checkbox"/> HU or CA
<input type="checkbox"/> SS	<input type="checkbox"/> SS	
<input type="checkbox"/> PS	<input type="checkbox"/> LS	<input type="checkbox"/> PS or LS
<input type="checkbox"/> DV (Double dip with breadth course)		

Notes: BA degree type requirements: Option 1 – complete 4 semesters of a foreign language (up to 2020) – or – Option 2 – complete 2 semesters of foreign language and 2 language arts courses (language arts courses completed with major required courses.) This plan assumes Option 2

Avoid misadvisement! Consult your academic advisor (weber.edu/advisors), the WSU Catalog (weber.edu/catalog), and your CatTracks degree evaluation (log in to your eWeber Student Portal).

Revised 4/17/20