

BA Communication Major – Public Relations & Advertising Emphasis Graduation MAP



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 2022-2023

NAME: _____

| <input checked="" type="checkbox"/> | 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 better Complete ENGL 1010/1005 w/C or better Meet with major faculty advisor Meet 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 Introduction to College Writing* or ENGL 1005 College Reading & Introductory Writing* | 3-6 | Fa, Sp, Su | |
| | Total Semester Credits | 16-19 | | *Pre-requisite courses may be required. See math and English placement information on Page 2 |
| Freshman (Semester 2) | | | | |
| | ENGL 2010 Intermediate College Writing or ENGL 2015 Intermediate College Writing & Research | 3 - 4 | Fa, Sp, Su | <ul style="list-style-type: none"> Complete ENGL 2010/2015, MATH 1030/1035, LIBS 1704 and COMM courses with grades of C or better Meet with college academic advisor <p>*Pre-requisite courses may be required. See math and English placement information on Page 2.</p> |
| | MATH QL 1030 Contemporary Mathematics* or Math QL1035 Contemporary Mathematics w/Prereq Topics* | 3 - 6 | Fa, Sp, Su | |
| | LIBS 1704 - Information Literacy (not required if taking ENGL 2015) | 1 | 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 | 15-19 | | |
| Freshman (Optional) | | | | |
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| | | | | |
| | 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 higher Complete American Institutions and COMM courses with grades of C or better Meet with major faculty advisor Meet with college academic advisor |
| | Humanities HU or Creative Arts CA *do not duplicate departments | 3 | Fa, Sp, Su | |
| | American Institution (AI) (ECON 1740 , HIST 1600, HIST 1610, HIST 1620, HIST 1700 or POLS 1100) | 3 | Fa, Sp, Su | |
| | 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 requirements Complete Associate of Science in Communication Complete COMM courses with grades of C or better Meet 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) | | | | |
| | | | | |
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| | | | | |
| | Total Semester Credits | | | |
| <input checked="" type="checkbox"/> | Course | Credit Hours | Semester Offered | Milestones & Notes |
| Junior (Semester 5) | | | | |

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| | 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 faculty 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. • Research internship opportunities • Meet with major faculty 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 faculty 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, Su | |
| | Track OR Minor course | 3 | | |
| | Track OR Minor Course | 3 | | |
| | Elective | 3 | | |
| | Total Semester Credits | 15 | | |
| Senior (Optional) | | | | |
| | | | | |
| | Total Semester Credits | | | |
| | Total Bachelor Credits | 121-128 | 42 UD Credit Hours | |

Gen Ed Breadth Requirements (do not duplicate departments)

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|--|-----------------------------|-----------------------------------|
| <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

****English and Math Course Placement Levels can be found on your admissions letter or in your CatTracks located in your eWeber portal.**

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| <p>English Course Placement Level 0 = English Accuplacer placement testing required Level 1 = ENGL 0900 Level 2 = ENGL 0955 or ENGL 1005 Level 3 = ENGL 1010 Level 4 – ENGL 2010 or ENGL 2015</p> <p>*grades of C or better required in all courses</p> | <p>Math Course Placement Level 1 = Math 0950 Level 2 or 3 = Math 0970 or MATH QL1035 (recommended) Level 4 = Math QL1030 (recommended) or MATH QL1040 or MATH QL 1120 Level 5 = Math QL1050, Math QL1080 or Math QL 1090</p> <p>*grades of C or better required in all courses</p> |
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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 3/2/22