

BS 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	15-18		*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 COMM and LS/BS courses with grades of C or better Meet with college academic advisor
	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/BS req. course	3	Fa, Sp, Su	
	Total Semester Credits	16-19		*Pre-requisite courses may be required. See math and English placement information on Page 2.
Freshman (Optional)				
	Total Semester Credits			
Sophomore (Semester 3)				
	Physical Science PS/BS	3	Fa, Sp, Su	<ul style="list-style-type: none"> Overall GPA of 2.0 or higher Complete American Institutions, COMM and PS/BS 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	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 3000 and other COMM courses with grades of C or better Meet with college academic advisor
	Social Science SS *do not duplicate departments	3	Fa, Sp, Su	
	COMM 3000 Communication Theory	3	Fa, Sp, Su	
	COMM MAJOR ELECTIVE	3	Fa, Sp, Su	
	Upper Division Elective	3	Fa, Sp	
	Total Semester Credits	15		
Sophomore (Optional)				
	Total Semester Credits			

<input checked="" type="checkbox"/>	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 all COMM, MKTG and Track/Minor courses with grades of C or better Meet with major faculty advisor
	COMM 3400 Introduction to Public Relations	3	Fa, Sp	
	MKTG 3010 Marketing Concepts	3		
	Track OR Minor Course	3		
	COMM UPPER DIVISION MAJOR ELECTIVE	3		
	Total Semester Credits	15		
Junior (Semester 6)				
	COMM 3440 Public Relations Writing	3	Sp	<ul style="list-style-type: none"> Complete all COMM and Track/Minor courses with grades of C or better Meet with college academic advisor
	COMM 3850 Advertising	3	Fa, Sp	
	COMM 3892 Advanced Cooperative Work Experience with Public Relations OR COMM 3130 News Reporting and Writing	3	Fa, Sp	
	Track OR Minor Course	3		
	COMM 3350 Visual Communication	3	Fa, Sp	
	Total Semester Credits	15		
Junior (Optional)				
	Total Semester Credits			
Senior (Semester 7)				
	COMM 3460 Public Relations & Social Media OR MAJOR ELECTIVE	3	Fa, Sp	<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 3650 Communication Law	3	Fa, Sp	
	COMM 4400 Public Relations Media & Campaigns	3	Fa, Sp	
	Track OR Minor Course	3		
	Upper Division Elective	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 requirements for Bachelor of Science in Communication with an emphasis in Public Relations & Advertising Apply for graduation
	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)

<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/BS*	<input type="checkbox"/> LS/BS*	<input type="checkbox"/> PS or LS
<input type="checkbox"/> DV (Double dip with breadth course)		

Notes: *See catalog for list of Physical and Life Sciences courses accepted to fill BS requirements

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

<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 *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 *grades of C or better required in all courses</p>
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Revised 3/2/22

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).