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: _______________________________________________ |

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hour</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman (Semester 1)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>COMM HU 1020 Principles of Public Speaking</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete Communication lower division core courses w/C or better</td>
</tr>
<tr>
<td>COMM 1130 Media Writing</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete ENGL 1010/1005 w/C or better</td>
</tr>
<tr>
<td>COMM HU 2110 Interpersonal &amp; Small Group Communication</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Meet with major faculty advisor</td>
</tr>
<tr>
<td>Social Science SS/DV</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Meet with college academic advisor</td>
</tr>
<tr>
<td>ENGL 1010 Introduction to College Writing* or ENGL 1005 College Reading &amp; Introductory Writing*</td>
<td>3-6</td>
<td>Fa, Sp, Su</td>
<td>*Pre-requisite courses may be required. See math and English placement information on Page 2.</td>
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<tr>
<td>Total Semester Credits</td>
<td></td>
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<td>15-18</td>
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<tr>
<td>Freshman (Optional)</td>
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<tr>
<td>Freshman (Semester 2)</td>
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<tr>
<td>ENGL 2010 Intermediate College Writing or ENGL 2015 Intermediate College Writing &amp; Research</td>
<td>3 - 4</td>
<td>Fa, Sp, Su</td>
<td>● Complete ENGL 2010/2015, MATH 1030/1035, LIBS 1704 COMM and LS/BS courses with grades of C or better</td>
</tr>
<tr>
<td>MATH QL 1030 Contemporary Mathematics* or Math QL1035 Contemporary Mathematics w/Prereq Topics*</td>
<td>3 - 6</td>
<td>Fa, Sp, Su</td>
<td>● Meet with college academic advisor</td>
</tr>
<tr>
<td>LIBS 1704 - Information Literacy (not required if taking ENGL 2015)</td>
<td>1</td>
<td>Fa, Sp, Su</td>
<td>*Pre-requisite courses may be required. See math and English placement information on Page 2.</td>
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<tr>
<td>COMM 1500 Introduction to Mass Communication</td>
<td>3</td>
<td>Fa, Sp, Su</td>
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<tr>
<td>Creative Arts CA</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td></td>
</tr>
<tr>
<td>Life Science LS/BS req. course</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td></td>
</tr>
<tr>
<td>Total Semester Credits</td>
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<td></td>
<td>16-19</td>
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<tr>
<td>Freshman (Optional)</td>
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<tr>
<td>Sophomore (Semester 3)</td>
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<tr>
<td>Physical Science PS/BS</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Overall GPA of 2.0 or higher</td>
</tr>
<tr>
<td>Humanities HU or Creative Arts CA *do not duplicate departments</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete American Institutions. COMM and PS/BS courses with grades of C or better</td>
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<tr>
<td>American Institution (AI) (ECON 1740, HIST 1600, HIST 1610, HIST 1620, HIST 1700 or POLS 1100)</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Meet with major faculty advisor</td>
</tr>
<tr>
<td>COMM HU 2010 Mass Media &amp; Society</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Meet with college academic advisor</td>
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<tr>
<td>COMM 2270 Argumentation &amp; Debate OR COMM ELECTIVE</td>
<td>3</td>
<td>Fa, Sp, Su</td>
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<td>Total Semester Credits</td>
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<td>Sophomore (Semester 4)</td>
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<tr>
<td>Life Science LS or Physical Science PS *do not duplicate departments</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete Gen Ed requirements</td>
</tr>
<tr>
<td>Social Science SS *do not duplicate departments</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete Associate of Science in Communication</td>
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<tr>
<td>COMM 3000 Communication Theory</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Complete COMM 3000 and other COMM courses with grades of C or better</td>
</tr>
<tr>
<td>COMM MAJOR ELECTIVE</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>● Meet with college academic advisor</td>
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<tr>
<td>Upper Division Elective</td>
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<td>Total Semester Credits</td>
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<td>15</td>
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<tr>
<td>Sophomore (Optional)</td>
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### Junior (Semester 5)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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<tbody>
<tr>
<td>COMM 3150 Communication Research Methods</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Complete all COMM, MKTG and Track/Minor courses with grades of C or better</td>
</tr>
<tr>
<td>COMM 3400 Introduction to Public Relations</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Meet with major faculty advisor</td>
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<tr>
<td>MKTG 3010 Marketing Concepts</td>
<td>3</td>
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<tr>
<td>Track OR Minor Course</td>
<td>3</td>
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<tr>
<td>COMM UPPER DIVISION MAJOR ELECTIVE</td>
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<tr>
<td><strong>Total Semester Credits</strong></td>
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### Junior (Semester 6)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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<tbody>
<tr>
<td>COMM 3440 Public Relations Writing</td>
<td>3</td>
<td>Sp</td>
<td>• Complete all COMM and Track/Minor courses with grades of C or better</td>
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<tr>
<td>COMM 3850 Advertising</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Meet with college academic advisor</td>
</tr>
<tr>
<td>COMM 3892 Advanced Cooperative Work Experience with Public Relations OR COMM 3130 News Reporting and Writing</td>
<td>3</td>
<td>Fa, Sp</td>
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<tr>
<td>Track OR Minor Course</td>
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<tr>
<td>COMM 3350 Visual Communication</td>
<td>3</td>
<td>Fa, Sp</td>
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<td><strong>Total Semester Credits</strong></td>
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### Junior (Optional)

<table>
<thead>
<tr>
<th>Course</th>
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<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
</tr>
</thead>
</table>

| **Total Semester Credits** | **15**       |                  |                    |

### Senior (Semester 7)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3460 Public Relations &amp; Social Media OR MAJOR ELECTIVE</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Overall GPA of 2.0 or higher</td>
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<tr>
<td>COMM 3650 Communication Law</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Complete all COMM and Track/Minor courses with grades of C or better</td>
</tr>
<tr>
<td>COMM 4400 Public Relations Media &amp; Campaigns</td>
<td>3</td>
<td>Fa, Sp</td>
<td>• Research internship opportunities</td>
</tr>
<tr>
<td>Track OR Minor Course</td>
<td>3</td>
<td></td>
<td>• Meet with major faculty advisor</td>
</tr>
<tr>
<td>Upper Division Elective</td>
<td>3</td>
<td></td>
<td>• Meet with college academic advisor</td>
</tr>
<tr>
<td><strong>Total Semester Credits</strong></td>
<td><strong>15</strong></td>
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### Senior (Semester 8)

<table>
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<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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</thead>
<tbody>
<tr>
<td>COMM 4890 Communication Internship</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>• Complete COMM 4890, COMM 4990 and Minor/Track courses with grades of C or better</td>
</tr>
<tr>
<td>COMM 4990 Senior Seminar</td>
<td>3</td>
<td>Fa, Sp, Su</td>
<td>• Meet with major faculty advisor</td>
</tr>
<tr>
<td>Track OR Minor course</td>
<td>3</td>
<td></td>
<td>• Complete requirements for Bachelor of Science in Communication with an emphasis in Public Relations &amp; Advertising</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
<td></td>
<td>• Apply for graduation</td>
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<tr>
<td><strong>Total Semester Credits</strong></td>
<td><strong>15</strong></td>
<td></td>
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### Senior (Optional)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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</thead>
</table>

| **Total Semester Credits** | **15**       |                  |                    |

### Senior (Optional)

<table>
<thead>
<tr>
<th>Course</th>
<th>Credit Hours</th>
<th>Semester Offered</th>
<th>Milestones &amp; Notes</th>
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</thead>
</table>

| **Total Semester Credits** | **15**       |                  |                    |

### Total Bachelor Credits

<table>
<thead>
<tr>
<th>Credit Hours</th>
<th>121-128</th>
</tr>
</thead>
</table>

### Gen Ed Breadth Requirements (do not duplicate departments)

- □ HU (COMM 1020) □ CA □ HS or CA
- □ SS □ SS
- □ PS/BS* □ LS/BS* □ PS or LS
- □ DV (Double dip with breadth course)

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

### 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

### 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

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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).