

Public Relations & Strategic Communication

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| ***Catalog Year: 2023 – 2024 1 of 3*** |
| **Required for all Communication Majors (24 credits)** | **Credits** | **Semester** | **Grade** |
| COMM 1020 HU Principles of Public Speaking | 3 |  |  |
| COMM 1130 Media Writing | 3 |  |  |
| COMM 2110 HU CEL Interpersonal and Small Group Communication | 3 |  |  |
| COMM 3000 Communication Theory*Prerequisite for many upper-division courses and should be taken as early as possible.* | 3 |  |  |
| COMM 3150 Communication Research Methods | 3 |  |  |
| COMM 3650 Communication Law | 3 |  |  |
| COMM 4890 INT Communication Internship | 3 |  |  |
| COMM 4990 Senior Seminar | 3 |  |  |
| **Required for Public Relations & Advertising Emphasis (18 credits)** |
| COMM 3892 INT Advanced Cooperative Work Experience with PR **OR**COMM 3840 Data Visualization & Storytelling | 3 |  |  |
| COMM 3350 Visual Communication | 3 |  |  |
| COMM 3400 Introduction to Public Relations | 3 |  |  |
| COMM 3440 Public Relations Writing | 3 |  |  |
| COMM 3850 Advertising | 3 |  |  |
| COMM 4400 INT Public Relations Media and Campaigns | 3 |  |  |
| **Electives for Public Relations & Advertising (Pick 9 credits)** |
| COMM 1500 Introduction to Mass Communication | 3 |  |  |
| COMM 2200 Multi-camera Production and Performance | 3 |  |  |
| COMM 2250 HU Essentials of Digital Media | 3 |  |  |
| COMM 2400 Social Media for Communicators | 3 |  |  |
| COMM 2820 Podcast Production | 3 |  |  |
| COMM 3080 Intercultural Communication | 3 |  |  |
| COMM 3090 Gender and Communication | 3 |  |  |
| COMM 3100 Small Group Facilitation and Leadership | 3 |  |  |
| COMM 3120 Advanced Public Speaking | 3 |  |  |
| COMM 3130 News Reporting and Writing | 3 |  |  |
| COMM 3220 Editing | 3 |  |  |
| COMM 3460 Public Relations and Social Media | 3 |  |  |
| COMM 3550 Organizational Communication | 3 |  |  |
| COMM 3740 Writing for Screen  | 3 |  |  |
| COMM 3820 Persuasive Communication | 3 |  |  |
| COMM 3840 Data Visualization and Storytelling | 3 |  |  |
| COMM 3892 INT Advanced Cooperative Work Experience with PR | 1-3 |  |  |
| **Non-Communication Requirement Required for Major (3 credits)** |
| MKTG 3010 Marketing Concepts and Practices | 3 |  |  |

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| **Tracks for Public Relations & Advertising (Pick 15 credits)**  |
| *Students must complete a minor approved by their academic advisor* ***OR*** *one of the following tracks.* |
| **-- Copy Writing --** |
| ENGL HU/EDI 2220 Introduction to Fiction | 3 |  |  |
| ENGL CA/CW 2250 Introduction to Creative Writing*Prereqs: ENGL 1010, ENGL 2010 or 2015* | 3 |  |  |
| ENGL 3030 Structure of English*Prereqs: ENGL 1010, ENGL 2010 or 2015* | 3 |  |  |
| ENGL 3050 Grammar, Style, and Usage for Advanced Writing*Prereqs: ENGL 1010, ENGL 2010 or 2015* | 3 |  |  |
| ENGL 3250 CW Advanced Fiction Writing*Prereqs: ENGL 1010, ENGL 2010 or 2015, ENGL 2250 or 2260 or 2270 or 2280 or 2295* | 3 |  |  |
| ENGL 3280 Biographical Writing*Prereq: ENGL 1010, ENGL 2010 or 2015* | 3 |  |  |
| ENGL 3350 Studies in Literary Genres*Prereq: ENGL 1010, ENGL 2010 or 2015* | 3 |  |  |
| WEB 1400 Web Design and Usability | 3 |  |  |
| WEB 2220 Digital Publishing*Prereqs: WEB 1400, WEB 2200, or Instructor Permission* | 3 |  |  |
| WEB 2300 Video Editing | 3 |  |  |
| WEB 2410 Web Animation I | 3 |  |  |
| **-- Health Care Public Relations --** |
| HAS 3020 Healthcare Marketing | 3 |  |  |
| HLTH 2700 Consumer Health | 3 |  |  |
| HLTH 3000 Foundations of Health Promotion*Prereq: HLTH 1030* | 3 |  |  |
| HLTH 3100 Applications of Technology in Health Promotion | 3 |  |  |
| HLTH 3150 Community Health Agencies and Services*Prereqs: HLTH 1030, HLTH 3000, or HLTH 3050* | 3 |  |  |
| HLTH 4150 Needs Assessment & Planning Health Promotion Programs*Prereqs: HLTH 1030, HLTH 3000* | 4 |  |  |
| HTHS 1101 Medical Terminology | 2 |  |  |
| MKTG 3100 Consumer Behavior*Prereq: MKTG 3010* | 3 |  |  |
| **-- International Public Relations --** |
| **Required:** ACTG 2010 Survey of Accounting I **OR** BSAD 1010 Introduction to Business | 3 |  |  |
| MGMT 3550 The Cultural Environment of International Business*Prereqs: Please see catalog for a complete list of prerequisites* | 3 |  |  |
| MGMT 4300 Leadership and Group Effectiveness*Prereq: MKTG 3010 or COMM 3550 or HAS 3000, HAS 3260* | 3 |  |  |
| MKTG 3010 Organizational Behavior and Management  | 3 |  |  |
| MKTG 3100 Consumer Behavior*Prereq: MKTG 3010* | 3 |  |  |
| POLS 2100 SS GLB Introduction to International Politics | 3 |  |  |
| POLS 3210 GLB Politics in the European Union | 3 |  |  |
| POLS 4190 GLB Theories of International Politics | 3 |  |  |
| PSY 3100 Psychology of Diversity*Prereq: PSY 1010* | 3 |  |  |

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| **-- Marketing --** |
| **Required:** ACTG 2010 Survey of Accounting I **OR** BSAD 1010 Introduction to Business | 3 |  |  |
| HAS 3020 Healthcare Marketing | 3 |  |  |
| MKTG 3100 Consumer Behavior*Prereq: MKTG 3010* | 3 |  |  |
| MKTG 3200 Selling and Sales Management*Prereq: MKTG 3010* | 3 |  |  |
| MKTG 3500 Services and Sports Marketing*Prereqs: Please see catalog for a complete list of prerequisites* | 3 |  |  |
| MGMT 3010 Organizational Behavior and Management | 3 |  |  |
| **-- Visual Communication --** |
| ART 1120 Design Concepts | 3 |  |  |
| ART 2430 Introduction to Graphic Design*Coreq: ART 1120* | 3 |  |  |
| ART 2435 Graphic Design Practice*Prereq: ART 2430* | 3 |  |  |
| ART 3430 Typography and Publication Design*Prereq: ART 2430 or Instructor Permission* | 3 |  |  |
| ART 3445 Web Graphic Design*Prereq: ART 3430 or Instructor Permission* | 3 |  |  |
| WEB 1010 Exploring Web and User Experience | 3 |  |  |
| WEB 1400 Web Graphic Design  | 3 |  |  |
| WEB 2200 Image Editing  | 3 |  |  |
| WEB 2300 Video Editing  | 3 |  |  |

**Notes**

* *Students may propose other courses to their academic advisor to best meet their academic goals.*
* *This advising sheet is not a contract but is designed to help students track academic progress.*
* *A maximum of 6 credit hours total from 3890, 3891, 3892, and 3893 may be counted for the major.*