



PUBLIC RELATIONS/STRATEGIC COMMUNICATIONS MAJOR (33 HOURS)

COLLEGE OF MEDIA CORE (12 HRS)

Intro to Media & Society

JRL 101 (3 hrs)

Media Writing

JRL 215 (3 hrs)

Media Tools & Applications

JRL 225 (3 hrs)

Media Ethics & Law

JRL 428 (3 hrs)

STRATEGIC COMMUNICATIONS CORE (12 HRS INCLUDING CAPSTONE)

Intro to Strategic Communications

STCM 215 (3 hrs)

Strategic Advertising & Public Relations Writing

STCM 315 (3 hrs)

Advertising & PR Audience Insight & Analysis

STCM 421 (3 hrs)

PUBLIC RELATIONS AOE (9 HRS)

Choose 3 hours:

Creative Design & Strategy

PR 319 (3 hrs)

Web Development

PR 333 (3 hrs)

Editing & Curation

JRL 319 (3 hrs)

Choose 6 hours:

Strategic Event Planning

PR 493 (3 hrs)

Strategic Social Media

STCM 439 (3 hrs)

Strategic Communications Strategy & Management

STCM 452 (3 hrs)

Other approved 400 level PR, ADV, STCM or JRL course

(3 hrs)

CAPSTONE COURSE

Strategic Advertising & Public Relations Campaigns

STCM 459 (3 hrs)