

FOUR-YEAR PLAN

Communication Arts—Public Relations, B.A. C.A.

15^{to}Finish



Semester 1

| Course | Credits | Grade | | ✓ |
|------------------------------------|---------|-------|--|--------------------------|
| ENGL 101: Composition & Rhetoric I | 3 | C* | | <input type="checkbox"/> |
| COMM 101: Fundamentals of Speech | 3 | | | <input type="checkbox"/> |
| THEA 102: Introduction to Theater | 3 | | | <input type="checkbox"/> |
| General Education Course | 3 | | | <input type="checkbox"/> |
| General Education Course | 2-3 | | | <input type="checkbox"/> |
| UNIV 100: CU Foundations | 1 | | | <input type="checkbox"/> |
| 15-16 | | | | |

Semester 2

| Course | Credits | Grade | | ✓ |
|---------------------------------------|---------|-------|--|--------------------------|
| ENGL 102: Composition & Rhetoric II | 3 | C* | | <input type="checkbox"/> |
| MATH 101: Quantitative Reasoning | 3 | | | <input type="checkbox"/> |
| COMM 204: Interpersonal Communication | 3 | | | <input type="checkbox"/> |
| General Education Course | 3 | | | <input type="checkbox"/> |
| General Education Course | 3 | | | <input type="checkbox"/> |
| 15 | | | | |

Semester 3

| Course | Credits | Grade | | ✓ |
|--|---------|-------|--|--------------------------|
| ART 106: Basic Computer Graphics | 3 | | | <input type="checkbox"/> |
| COMM 349: Public Relations Writing & Campaigns | 3 | C | | <input type="checkbox"/> |
| MCOM 211: Basic Media Writing/Editing | 3 | | | <input type="checkbox"/> |
| MCOM 260: Communication Workshop | 1 | | | <input type="checkbox"/> |
| General Education Course | 4 | | | <input type="checkbox"/> |
| Elective/Minor | 3 | | | <input type="checkbox"/> |
| 17 | | | | |

Semester 4

| Course | Credits | Grade | | ✓ |
|--------------------------------------|---------|-------|--|--------------------------|
| ART 222: Basic Production Techniques | 3 | | | <input type="checkbox"/> |
| MCOM 260: Communication Workshop | 1 | | | <input type="checkbox"/> |
| COMM Core Theory Course | 3 | | | <input type="checkbox"/> |
| “Chose your Adventure” COMM Course | 3 | | | <input type="checkbox"/> |
| General Education Course | 3 | | | <input type="checkbox"/> |
| Elective | 3 | | | <input type="checkbox"/> |
| 16 | | | | |



The **Bachelor of Arts in Communication Arts** degree with Public Relations emphasis teaches students about how business and organizations create mutually beneficial relationships with the public. Concord University PR students have opportunities to build a strong portfolio of work which makes them competitive upon graduation.



MILESTONE COURSES
Courses marked as Milestone Courses are crucial for staying on track to complete your degree in four years. Take them in the recommended semester to stay on track! If you see a recommended minimum grade, this is the grade you need to earn to have the best chance for success in this degree! Grades marked with an asterisk are required to pass.



INTERNSHIP
The degree in Public Relations includes a 200-hour internship during the last semester of study.

Helpful Hints

- Use this plan in consultation with your Academic Advisor.
- Communication Arts students *must* take COMM 101: Fundamentals of Speech and THEA 102: Introduction to Theater for their respective Gen Ed categories, and it is strongly recommended they are taken in Semester 1.
- Semester 3—It is recommended you take COMM 349 as a co-requisite with the Communications Workshop. This also counts as a COMM Core Theory course.

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Semester 5

| Course | Credits | Grade | ✓ |
|-----------------------------------|---------|-------|--------------------------|
| COMM 201: Presentational Speaking | 3 | | <input type="checkbox"/> |
| MCOM 260: Communication Workshop | 1 | | <input type="checkbox"/> |
| COMM Core Theory Course | 3 | | <input type="checkbox"/> |
| “Choose Your Adventure” Course | 3 | | <input type="checkbox"/> |
| General Education Course | 3 | | <input type="checkbox"/> |
| General Education Course | 3 | | <input type="checkbox"/> |

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Semester 6

| Course | Credits | Grade | ✓ |
|----------------------------------|---------|-------|--------------------------|
| COMM 435: Public Relations Cases | 3 | C | <input type="checkbox"/> |
| COMM 260: Communication Workshop | 1 | | <input type="checkbox"/> |
| COMM Core Theory Course | 3 | | <input type="checkbox"/> |
| “Choose Your Adventure” Course | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |

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Semester 7

| Course | Credits | Grade | ✓ |
|--|---------|-------|--------------------------|
| COMM 359: Communication Law | 3 | | <input type="checkbox"/> |
| COMM 260: Communication Workshop (Recommended) | 1 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |

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Semester 8



| Course | Credits | Grade | ✓ |
|---|---------|-------|--------------------------|
| COMM 450: Communication Capstone/Internship | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |
| Elective/Minor | 3 | | <input type="checkbox"/> |

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ADVISING

When you choose to pursue this degree, you will be assigned an advisor who is an expert in the field of Public Relations. This advisor can help you with course selection, career planning, resume building, and help you with tracking your path to degree completion.

CAREERS

Non-Profit work
Human Relations
Corporate Communication
Government Agencies
Advertising
Public Relations

STUDENT ORGANIZATIONS

The Concordian

COMPLEMENTARY MINORS

Human Resource Management
Theater

Helpful Hints

- Four (4) COMM Core Theory Courses and three (3) “Choose Your Adventure” course are required. See the Academic Catalog for lists of courses that satisfy these requirements. These courses are not offered every semester. Discuss with your advisor which courses align with your career goals and when they will be offered.
- Additional COMM courses can be taken as general electives if desired.
- Semester 8 Internship—This is a 200-hour long internship or a semester-long project that corresponds with your career goals.