

Student: \_\_\_\_\_  
 ID #: \_\_\_\_\_ Major: \_\_\_\_\_



## CORE CURRICULUM GUIDE

Credits required: 43

Academic Year 2024-2025

Realms and Additional requirements	Met	Credits	Gr	Cr	Tm
<b>LEADERSHIP REQUIREMENT</b> (Waived for those with $\geq 15$ credits or $\geq 24$ years of age. Not waived for the RN to BSN or Nursing 1-2-1 Program.)	<input type="checkbox"/>				
Leadership for Social Justice Seminar (SYM 110) (W = waived)		3			
<b>PHILOSOPHY/THEOLOGY (sea, phi, thy) (min 10 credits)</b>	<input type="checkbox"/>				
Search for Meaning (sea) (SEA 101)		4			
Philosophy (phi)		3-4			
Theology (thy)		3-4			
<b>COMMUNICATIONS/MATH (cm) (min. 9 credits)</b>	<input type="checkbox"/>				
College Research Writing (ENG 120)		3			
Professional Presentations (COM 105)		3			
College Level Math (MAT 104 or higher)		3-4			
World Language (3 credits or equivalency fulfilled)		3			
<b>LITERATURE/FINE ARTS (lit, fa) (min. 9 credits)</b>	<input type="checkbox"/>				
Fine Arts (fa) (min. 3 cr. of music, art, or dance)		3-4			
Literature (lit) (min. 3 cr.)		3-4			
Option (lit or fa) (min. 2 cr.)		2-4			
<b>HUMANISTICS (his, bes, hum) (min. 9 credits)</b>	<input type="checkbox"/>				
Behavioral Science (bes) (min. 3 cr.)		3-4			
History (his) (min. 3 cr.)		3-4			
Option (his, bes, hum) (min. 3 cr.)		3-4			
<b>SCIENCES (sci, bio, che, phy) (min. 3 credits)</b>	<input type="checkbox"/>				
Earth science, biology, chemistry, or physics (min. 3 cr.)		3-4			
<b>OTHER GRADUATION REQUIREMENTS</b> (Additional information in the University bulletin.)	<input type="checkbox"/>				
<b>120 total credits</b> required for graduation.					
<b>43 Core credits</b> required for graduation (40 if LSJ is waived).					
<b>GLOBAL</b> - One "global-designated" course (g) (minimum 3 credits). Transfer courses do not qualify.					

Student: \_\_\_\_\_

ID #: \_\_\_\_\_ Major: \_\_\_\_\_

**PUBLIC RELATIONS**

**MAJOR**

Credits required: 42

Academic Year 2024-2025

**Note:** 2.5 GPA for courses in the major, internship. Students are strongly encouraged to select a minor in Writing for New Media, Digital Marketing, Business Administration, User Experience Design, or Entrepreneurship. Minors must have 9 unique credits.

Course Code	Course Title	Credits	Gr	Cr	Tm
BUS 109	Data and Digital Literacy	3			
COM 220	Communication Theory	3			
COM 270	Integrated Marketing Communications	3			
COM 301	Introduction to Public Relations	3			
COM 340	Social Media Marketing	3			
COM 343	Persuasive Communication	3			
COM 355	Crisis Communication	3			
COM 360	Advertising & PR Promotions	3			
COM 491	Strategic Public Relations Management	3			
COM 494	Capstone Experience	2			
COM 498	Internship	3			
ENG 419	Technical and Business Communication	4			
<b>Elective-choose 2 courses from the following courses:</b>					
BUS 260	Introduction to Entrepreneurship	3			
COM 232	Team Communication and Leadership	3			
COM 235	Intercultural Communication	3			
COM 280	Viral and Organic Growth	3			
COM 295	Email Marketing	3			
COM 320	Organizational Communication	3			
COM 331	Media and Health Communication	3			
COM 344	Search Engine Optimization & Search Engine Marketing	3			
COM 350	Global Marketing	3			
COM 365	Selected Topics in Communication	3			
COM 430	Digital Marketing Analytics	3			
ENG 125	Introduction to New Media Writing	3			
ENG 258	Arches	3			