ANDERSON UNIVERSITY

Academic Advising

Public Relations Major (52 credit hours) **2014-2015**

Major Requirements:

Core (11-14 credit hours from):

- COMM 2000, Media and Society, 3 credit hours
- COMM 2010, The Communication Professional, 1 credit hour
- COMM 3200, Communication Ethics, 3 credit hours
- COMM 4000, Communication Law, 3 credit hours
- COMM 4800, Internship, 1-4 credit hours (arranged)

25 credit hours from:

- COMM 2130, Writing for the Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3000, Communication Theories, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours
- COMM 3330, Communication Design, 3 credit hours
- COMM 3340, Public Relations Writing, 3 credit hours
- COMM 3440, Public Relations Research, 2 credit hours

4 credit hours from:
(Up to 1 credit hour from COMM 2850 may be included.)

- COMM 2840, Fifth Street Communications Staff, 1 credit hour

Choose one course from:

- COMM 3130, Advanced Newswriting and Reporting, 4 credit hours
- COMM 3230, Advanced Feature and Magazine Writing, 3 credit hours

Remaining hours from:

- COMM 2140, Audio/Video/Cinema Production for Journalists and PR Practitioners, 3 credit hours
- COMM 3110, Intercultural Communication, 3 credit hours
- COMM 3150, Speechwriting and Presentation, 2 credit hours
- COMM 3370, Communicating through Social Media, 3 credit hours
- COMM 4440, Advanced Public Relations Research, 1-2 credit hours
- COMM 4900, Seminar in Communication, 1-3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3550, Integrated Marketing Communications I, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours

Proposed course sequence:

Freshman: SEM I: COMM 2000, 2010, 2200
SEM II: COMM 2130
Sophomore:
Junior:
Senior: