**Public Relations Professional Concentration**

Suggested Four-Year Plan

**Year 1**

**Fall**

COM 111 Media Literacy – general education course, C grade or higher required.

COM 112 Media Writing – C grade or higher required.

**Spring**

COM 245 Diversity & the Media – general education course

COM 284 Basic Media Production

Complete level 1 student media requirements by the end of year one.

**Year 2**

**Fall**

COM 201 Principles of Public Relations

MAT 117 Applied Statistics

**Spring**

COM 241 Public Relations Writing I

COM 294 Social Media Strategy

200-level COM elective

Complete level 2 student media requirements by the end of year two.

**Year 3**

**Fall**

COM 342 Public Relations Writing II

COM 381 Promotional Media Design (suggested elective)

Modern Language 101/102 (SPN/FRN/GER) – for students who do not have three years of the same language from high school; heritage speakers should schedule an oral interview with the

Global Languages & Cultures department.

**Spring**

COM 345 Media Law

300/400-level COM elective

300/400-level COM elective

Modern Language 102/103 (SPN/FRN/GER) - for students who do not have three years of the same language from high school; heritage speakers should schedule an oral interview with the Global Languages & Cultures department.

Complete level 3 student media requirements by the end of year three.

**Year 4**

**Fall**

COM 432 Public Relations Research & Campaigns

300/400-level COM elective

300/400-level COM elective

Modern Language 103 (SPN/FRN/GER) - for students who do not have three years of the same language from high school; heritage speakers should schedule an oral interview with the Global Languages & Cultures department.

Complete any remaining level 3 student media requirements by the end of first semester of year four.

**Spring**

COM 445 Media Ethics & Professionalism\*

\*All majors are required to complete three semesters of practical experience in at least one of the four student media organizations prior to registering for this course.

300/400-level COM elective