

SPEECH MAJOR (BA or BS) - PUBLIC RELATIONS EMPHASIS (36 CREDITS)

(Unless otherwise noted, all classes are offered Fall & Spring semesters. Classes are offered in Summer & Winterim on a need basis.)

Speech	202	Principles of Public Relations	_____
Speech	203	Public Relations Tactics I <i>(Prereq: Speech 202)</i>	_____
Speech	204	Public Relations Tactics II <i>(Prereq: Speech 202 and 203)</i> <i>(Course may satisfy writing requirement)</i>	_____
Speech	302	Public Relations Strategies <i>(Prereq: Speech 202 and 203)</i>	_____
Speech	402	Public Relations Planning <i>(Prereq: Speech 202, 203, 204 & 302)</i>	_____

Required Communications Courses (6 credits)

Speech	345	Persuasion <i>(Prereq: Speech 110)</i>	_____
Speech	424	Cross Cultural Communication <i>(Prereq: Speech 110)</i>	_____

Communication Electives - Techniques (select 9 credits)

ACINDP	150	Introduction to Multimedia Studies	_____
Journlsm	220	Foundations of Advertising	_____
Journlsm	303	Feature Writing <i>(Prereq: Journlsm 243 or Speech 203)</i>	_____
Journlsm	310	News Photography <i>(Offered Fall semester only)</i>	_____
Journlsm/Speech	241	Electronic Media Writing	_____
Journlsm/Speech	364	Advertising & Public Relations Operations Management <i>(Prereq: Speech 302 or Journlsm 322) (Offered Spring semester only)</i>	_____
Speech	238	Fundamentals of Video Production	_____
Speech	240	Public Speaking <i>(Prereq: Speech 110)</i>	_____
Speech	303	Practicum in Public Relations <i>(Prereq: Speech 202, 203 and 204 and consent of instructor) (No more than 2 credits can be applied to major)</i>	_____
Speech	330	Corporate & Industrial Video Production <i>(Prereq: Speech 238)</i>	_____
Speech	340	Speech Writing <i>(Prereq: Speech 110) (Offered Fall semester only)</i>	_____
Speech	363	Health Communication & Social Support <i>(Prereq: Speech 110)</i> <i>(Offered Fall semester only)</i>	_____
Speech	493I	Internship in Communication – Public Relations <i>(Prereq: Speech 203 & 204. Minimum GPA of 3.00 in prereq. courses and consent of instructor)</i> <i>(No more than 3 credits can be applied to the major. Enroll in 3 credit increments only)</i>	_____

Communication Electives - Theory (select 6 credits)

Journlsm	420	Law of Mass Communication <i>(Prereq: Journlsm 210 or 220 or Speech 131 or 232)</i>	_____
Journlsm	430	Communication & Public Opinion <i>(Prereq: Journlsm 210 or 220 or Speech 232)</i> <i>Or any course in Poli Sci or Sociology & Junior/Senior Standing)</i>	_____
Speech	326	Communication & Gender <i>(Prereq: Speech 110) (Offered Spring semester only)</i>	_____
Speech	327	Intro. to Organizational Comm. <i>(Prereq: Speech 110)</i>	_____
Speech	328	Communication Conflict Resolution <i>(Prereq: Speech 110)</i>	_____
Speech	420	Listening Behavior <i>(Prereq: Speech 110)</i>	_____
Speech	422	Communication Theories	_____
Speech	431	Mass Comm. in Society <i>(Prereq: Speech 131 or 202 or 232 or Journlsm 210 or 220)</i>	_____
Speech	485	Comm. Research Methods <i>(Prereq: Junior/Senior Status)</i>	_____
Speech	491	Travel Study (when approved by program coordinator)	_____
Speech	498	Independent Study in Comm. <i>(no more than two credits/semester can be applied to the major)</i>	_____

All courses are three credits unless otherwise indicated

A minimum GPA of 2.25 is required within the major upon graduation.

Students must declare a minor or 2nd major with this emphasis.

REV. 11/06