



School of Communications

BA in Public Relations Sample 4-Year Course Sequence

Students should consult with their advisor to determine their plan of study.

Students must take 120 credit hours to graduate with an average of 15 credit hours per semester.

Course	Year 1		Year 2		Year 3		Year 4		TOT
	FA	SP	FA	SP	FA	SP	FA	SP	
Major Coursework									
EPMD 1010—Intro to Media Prod.	3								3
MDST 1010—Media Foundations		3							3
JOUR 1030—Fund. of Reporting	3								3
MDST 1050—Intro to Media Writing		3							3
PBRL 1010—Intro to PR			3						3
MDST 2100—Media Literacy			3						3
ADVT 2350—Intro to Visual Comm.			3						3
PBRL 2400 – New Media Messaging				3					3
PBRL 2800 – Organizational Comm.				3					3
PBRL 2920—Writing for PR				3					3
MDST 3300 – Media Law, Ethics & Policy					3				3
PBRL 4250—Media Relations					3				3
PBRL 4300—Crisis Comm. Mgt.						3			3
PBRL 4920—Campaigns								3	3
PR Core Option Course*						3			3
PR Core Option Course*							3		3
MDST 0100—Portfolio Review					0				0
MDST 4950—Internship Or PBRL 4620 Senior Overview						3			3
Total Credits for Major									51
University Coursework									
FRSH 1200—Freshman Seminar	3								3
GCP Courses	3	6	3	3	6	3			24
Keys 4xxx							3		3
General Electives (May be in major)	3	3	3	3	3	3	9	12	39
Total Credits Per Semester	15	15	15	15	15	15	15	15	120

*Six credit hours from the list of additional courses recommended for junior and senior years.