

COLLEGE OF INFORMATICS

COMPUTATION = INFORMATION = COMMUNICATION

Name:	
Student ID:	
Catalog Year:	

For Students Following the: 2020-2021 catalog 2021-2022 catalog 2022-2023 catalog 2023-2024 catalog

	REQUIRED FOUNDATION OF KNOWLEDGE COURSE (6 Hours)				
	Course	Pre-req	Credits	Term	Grade
CMST101	Public Speaking		3		
OR					
CMST110	Intro to Communication Studies		3		
JOU 110	Introduction to Mass Communication		3		
OR					
EMB 100	Media Literacy		3		

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	CORE COURSES (36 Hours)				
	Course	Pre-req	Credits	Term	Grade
JOU 220	News Writing	ENG 101 (≥ C)	3		
CMST220	Interpersonal Communication	CMST101 or 110	3		
PRE 275	Principles of Public Relations	EMB 100 or JOU 110 or Instructor Consent	3		
CMST303 OR	Organizational Communication	CMST101 or 110	3		
PRE 365	Client Operations and Processes	Junior Standing	3		
CMST340	Strategies of Persuasion	CMST101 or 110	3		
OR					
PRE 300	Event Planning and Messaging	Junior Standing	3		
PRE 376	Public Relations Writing	PRE 275 and JOU 220 (pre-req or co-req)	3		
PRE 385	Public Relations Research Methods	PRE 275	3		
PRE 377	Public Relations Case Studies & Campaigns	PRE 275	3		
JOU 321	Digital Publishing	EMB 100 or JOU 110	3		
OR PRE 415	Public Relations Metrics and Tools	PRE 275 and Junior Standing	3		
PRE 400	PR Planning & Account Management	PRE 275	3		
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	3		
PRE 394	Topics in Public Relations	Variable	3		
OR PRE 355 OR	International Public Relations	PRE 275	3		
ELECTIVE	CMST, DFX, EMB, HCOM, JOU, PRE, or POP 300-400 Level Elective	See Catalog	3		

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APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One					
	Course	Pre-req	Credits	Term	Grade
PRE 396	Public Relations Internship	PRE 376 & Junior or Senior Standing & Instructor Consent	3		
PRE 492	Directed Research	Junior Standing or Instructor Consent	0-6		
PRE 499	Independent Study in Public Relations	Junior Standing and Instructor Consent	1-3		

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Students must earn a grade of "C-" or better and a 2.00 GPA in all courses that apply to the major. Please consult with your advisor and the appropriate University Course Catalog for all other degree requirements.

ALSO: Students may not double count School of Media & Communication courses toward the Public Relations major and other majors and minors in the School of Media & Communication unless the course is required as the only option in the Public Relations major and other majors and minors in the School of Media & Communication.