

Department of Communication

Recommended Four Year Curriculum B.A. Journalism - Public Relations Option

Freshman Year				Second Semester			
First Semester	FALL	Credit Hours		SPRING	Credit Hours		
ENGL	1301	English Comp (Core)	3	ENGL	1302	English Comp (Core)	3
HIST	1301	US History (Core)	3	HIST	1302	US History (Core)	3
POLS	2305	American Govt. (Core)	3	POLS	2306	Texas Politics (Core)	3
JOUR	2307	Mass Media & Society	3	SPCM	1315	Outside Major Req	3
				XXXX	XXXX	Lab Science (Core)	4
Total Semester Hours			12	Total Semester Hours			16
Sophomore Year				SPRING			
FALL							
JOUR	2311	Writing for Mass Media	3	ARTS	XXXX	Visual/Perf Arts (Core)	3
MATH	1314	Algebra (Core)	3	JOUR	3340	Principles of Advertising	3
XXXX	XXXX	Lab Science (Core)	4	MATH	1342	Statistics (Core)	3
GEOG	1313	Major Required)	3	ENGL	XXXX	World or Euro Lit (Core)	3
BA Req	XXXX	Beg. Foreign Lang. I	4	BS Req	XXXX	Beg. Foreign Lang. II	4
Total Semester Hours			17	Total Semester Hours			16
Junior Year				SPRING			
FALL							
JOUR	2306	Media Design & Prod.	3	JOUR	3311	Visual Design	3
JOUR	3395	Writing for PR/Advertising	3	JOUR	3385	History of Mass Media	3
JOUR	3375	Principles of PR	3	BA Req	XXXX	Int. Foreign Lang. II	3
BA Req	XXXX	Int. Foreign Lang. I	3	XXXX	XXXX	LD Minor	3
XXXX	XXXX	LD Minor	3	XXXX	XXXX	Elective	3
XXXX	XXXX	Elective	2	Total Semester Hours			15
Total Semester Hours			17	Total Semester Hours			15
Senior Year				SPRING			
FALL							
JOUR	4363	PR/Adv Case Studies	3	JOUR	4365	PR/Adv. Campaigns	3
JOUR	XXXX	UD Journalism Elective	3	JOUR	XXXX	UD Journalism Elective	3
JOUR	3318	Mass Media Law & Ethics	3	XXXX	XXXX	UD Minor	3
XXXX	XXXX	UD Minor	3	XXXX	XXXX	UD Minor	3
XXXX	XXXX	UD Minor	3	Total Semester Hours			12
Total Semester Hours			15	Total Semester Hours			12

Total Hours:	120
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