

Public Relations Major Worksheet (Updated for 2006-2007)

Pre-Major: You must have completed (*or* be in the process of completing *or* have a plan for completing) the following before you can apply for acceptance into the major.

- COM 202 (101) - Public Speaking (prereq: COM 100)
- COM 210 - Persuasion (prereq: COM 100)
- JOR 220 (with a C or better) - Media Writing (prereq: a WRT course with a B or better)
- STA 220 *or* MTH 107

NOTES

- The major requires a minimum QPA of 2.0 overall *and* 2.5 in the pre-major courses
- Acceptance into the major is by application only. Typically, the application period is in February. See the PRS advisor for details.
- Based on QPA, only the **top 25 applicants** will be admitted **annually**.

Once accepted into the major: **everyone** must complete **all** of the following courses:

- PRS 340 - Public Relations (taught only in the fall; registration by permission only)
- PRS 441 - Public Relations Practices (taught only in the spring; prereq: PRS 340)
- PRS 491 - Public Relations Internship (prereq: completion of PRS 340 and 441)
- COM 381 (306) - Research Methods (prereqs: COM 202 (101) and COM 221 (103))
- JOR 341 - Editing for Publication I (prereq: JOR 220 with a C or better)

Everyone must also complete **six elective courses**, with at least one course from each of the following categories:

Writing	Marketing	Communication	Specialty
JOR 321 [] Feature Writing	BUS 365 (MKT 301) [] Principles of Marketing	COM 302 [] Adv. Public Speaking <i>Prereq: COM 202 (101)</i>	COM 415 [] Ethics of Persuasion
** WRT 201 [] Writing Argumentative & Persuasive Texts	BUS 465 (MKT 405) [] Mkt. Communication	COM 351 (320) [] Oral Communication	JOR 442 [] Editing II (design)
** WRT 235 [] Writing in Electronic Environments	** BUS 468 (MKT 451) [] Global Marketing	COM 415 [] Ethics of Persuasion	JOR 410 [] Media Issues <i>prereq: JOR 110 and senior, or permission of instructor</i>
WRT 302 (301) [] Writing Cultures		COM 450 [] Organizational Comm. <i>prereq: COM 251 (220)</i>	PSY 335 [] Social Behavior <i>prereq: PSY 113 and junior, or permission of instructor</i>
** WRT 303 [] Public Writing			
** WRT 304 Writing for Comm. Service			
WRT 333 [] Scientific/Technical			

**** May require curriculum modification form**