

**SPALDING UNIVERSITY**  
**Catalog Years 2019-2020**  
**Bachelor of Sciences in Communication**  
**Public Relations**  
**120 Hours**

**University Studies Program**  
**(55 hours)**

**Introduction to College (1 hour)**

\_\_\_\_\_ SU 100 Successful Student Strategies 1

**Communication (12 hours)**

\_\_\_\_\_ ENG 109 College Writing Workshop I 3  
 \_\_\_\_\_ ENG 110 College Writing Workshop II 3  
 \_\_\_\_\_ COM 201 Effective Speaking 3  
 \_\_\_\_\_ COM 203 Small Group Communication 3

**Humanities (15 hours)**

\_\_\_\_\_ \_\_\_\_\_ 3  
 (Fine Arts/Theater Arts)  
 \_\_\_\_\_ ENG \_\_\_\_\_ 3  
 (Literature or Linguistics)  
 \_\_\_\_\_ PHIL \_\_\_\_\_ 3  
 (Plus 2 elective from Creative Writing, Fine Arts, Linguistics, Literature,  
 Philosophy, or Theater Arts)  
 \_\_\_\_\_ \_\_\_\_\_ 3  
 (Elective)  
 \_\_\_\_\_ \_\_\_\_\_ 3  
 (Elective)

**Natural Sciences and Mathematics (9 hours)**

\_\_\_\_\_ \_\_\_\_\_ 3  
 (Biology)  
 \_\_\_\_\_ \_\_\_\_\_ 3  
 (CHEM/PHSC/ENVS)  
 \_\_\_\_\_ MATH 113 College Algebra 3  
 or  
 \_\_\_\_\_ MATH 106 Quantitative Reasoning 3

**Religious Studies (6 hours)**

\_\_\_\_\_ RS \_\_\_\_\_ 3  
 \_\_\_\_\_ RS \_\_\_\_\_ 3

**Social Sciences (12 hours)**

\_\_\_\_\_ HIST \_\_\_\_\_ 3  
 \_\_\_\_\_ \_\_\_\_\_ 3  
 \_\_\_\_\_ \_\_\_\_\_ 3  
 \_\_\_\_\_ \_\_\_\_\_ 3

(Social Science elective from any one of the following disciplines: African American Studies, Anthropology, Economics, Geography, History, Political Science, Psychology, Social Science, or Sociology)

Student ID Number \_\_\_\_\_

Entry Date \_\_\_\_\_

Phone Number \_\_\_\_\_

E-mail Address \_\_\_\_\_

Mailing Address \_\_\_\_\_

**Major Courses (42 hours)**

**Core requirements (21 hours)**

\_\_\_\_\_ COM 204 Interpersonal Communication 3  
 \_\_\_\_\_ COM 245 Communication & Culture 3  
 \_\_\_\_\_ COM 300 Applied Communication Research 3  
 \_\_\_\_\_ COM 315 Argumentation 3  
 \_\_\_\_\_ COM 381 Persuasion 3  
 \_\_\_\_\_ COM 443 Professional Internship 3  
 \_\_\_\_\_ COM 481 Senior Capstone Experience 3

**Other Required COM Courses (minimum of 21 hours from the following)**

\_\_\_\_\_ COM-213 Media Literacy 3  
 \_\_\_\_\_ COM-214 Digital Media 3  
 \_\_\_\_\_ COM-250 Ethics and Strategic Communication 3  
 \_\_\_\_\_ COM-302 Health Communication 3  
 \_\_\_\_\_ COM-305 Graphic Design Communication 3  
 \_\_\_\_\_ COM-308 Media Theory 3  
 \_\_\_\_\_ COM-328 Public Relations 3  
 \_\_\_\_\_ COM-329 PR Strategy and Planning 3  
 \_\_\_\_\_ COM-350 Media Production 3  
 \_\_\_\_\_ COM-376 Organizational Communication 3  
 \_\_\_\_\_ COM-404 Crisis Communication 3  
 \_\_\_\_\_ COM-449 Advertising & Promotional Strategies 3  
 \_\_\_\_\_ COM-475 PR Writing and Production 3

**Minor/Electives (23 or more hours as needed to meet degree requirements)**

\_\_\_\_\_ \_\_\_\_\_ 3  
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\* MATH-231 Statistical Techniques (Requires MATH 113) is recommended as an elective.