

SPALDING UNIVERSITY
Catalog Years 2020-2021
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
 _____ _____ 3
 _____ _____ 3
 _____ _____ 3
 _____ _____ 3
 _____ _____ 3
 _____ _____ 3
 _____ _____ 2

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