

SPALDING UNIVERSITY
Catalog Years 2021-2022
Bachelor of Sciences in Communication
Public Relations
120 Hours

University Studies Program
(55 hours)

Student ID Number _____

Entry Date _____

Phone Number _____

E-mail Address _____

Mailing Address _____

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)

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 (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)

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.