

College of General Studies

Media & Professional Communications

Bachelor of Arts Major

Corporate/Community Relations Specialization Planning

*Key to course frequency & formats: x traditional; ● online; # traditional & online

							Term	Grade
CORE COURSES: 12 CREDITS (4 Courses) These 4-courses are required and some serve as prerequisites to more advanced courses.					Sp	Su	Taken	Earned
COMMRC	0320	Mass Communication and Society	3	#	#	•		
COMMRC	1121	History of Mass Media	3	#	#			
ENGWRT	0610	Introduction to Journalism & Nonfiction	3	X	#	X		
PUBSRV	1455	Law, Ethics & Public Policy in Mass Media	3	•	•	•		
REQUIRED COURSES: 9 CREDITS (3 Courses)								
COMMRC	1111	Theories of Persuasion	3	•	#			
COMMRC	1182	Media Relations (formerly COMMRC 1732: Special Topics: Public and Media Relations)	3	#	#			
BUSERV	1940	Marketing Fundamentals	3	X	X			
ELECTIVES: 12 CREDITS (Choose 4 approved courses from the program page)								
			3					
			3					
			3					
			3					
INTERNSHIP: 3 CREDITS (Choose 1 of the following)								
CGS	1900	Internship	3	•	•	•		
THEA	1484	Directed Project: Business Management	3	x	x			

Students are required to maintain a **minimum 2.0 GPA** and complete at least **120 credits** to graduate with a *BA in Media and Professional Communications.*

English composition (ENGCMP) courses and writing-intensive courses (officially designated as W courses in the catalog) taken for the major must be passed with a grade of C or higher (grades of C- or lower are not acceptable).

Important! If you earn less than a "C" in any course, please contact your advisor!

This major requires an internship. Sophomore or junior year is a good time to start planning your internship.

Major Credits: _____

General Education Credits: _____

Other Credits: _____

Total Credits in Degree: _____



