

STRATEGIC COMMUNICATION AND MEDIA, BACHELOR OF SCIENCE (BS) - CONCENTRATION IN PUBLIC RELATIONS

PROGRAM LEARNING OUTCOMES

Strategic COMMUNICATION and Media - PUBLIC RELATIONS, BS

- **Writing:** Produce written communication tactics to communicate with various publics.
- **Tactics:** Employ social media, multimedia, and graphic design technologies to communicate with publics.
- **Strategic Campaigns:** Demonstrate the ability to develop a research-based strategic communication plan tailored to a specific target public.

STRATEGIC COMMUNICATION AND MEDIA DEPARTMENT, OVERALL

- **Writing competency:** Students will demonstrate the ability to write and present messages clearly and effectively.
- **Ethics and legal issues:** Students will understand ethical and legal issues facing communicators in the 21st century.
- **Research and analysis:** Students will demonstrate the ability to design and implement research studies and critically analyze research data.

RELATED LINKS

Strategic Communication and Media - Public Relations, BS Program Page (<https://www.sru.edu/academics/majors-and-minors/communication-public-relations/>)

Strategic Communication and Media Department Page (<https://www.sru.edu/academics/colleges-and-departments/cob/departments/communication/>)

Professional Licensure/Certification Page (<https://www.sru.edu/students/student-consumer-information/professional-licensure/>)

CURRICULUM GUIDE

GPA REQUIREMENT

Major GPA: 2.0 or higher
Overall GPA: 2.0 or higher

SUMMARY*

Code	Title	Hours
	Rock Studies 2 Requirements	42
	Other Basic Requirements	0-3
	Computer Competency	0-3

Major/Concentration Requirements	54
Electives	24

* All undergraduate degree programs require a minimum of 120 credits. Some courses meet multiple requirements, but are only counted once toward the 120 credit total required to graduate.

ROCK STUDIES 2 REQUIREMENTS

Code	Title	Hours
The Rock		
SUBJ 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
ENGL 104	Critical Reading	3
MATH 117	Quantitative Reasoning	3
Select one of the following:		
COMM 200	Civil Discourse: Theory & Practice	
PHIL 110	Ethics and Civil Discourse	
POLS 235	Civil Discourse and Democracy	
Subtotal		15
Integrated Inquiry		
<i>Creative and Aesthetic Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Humanities Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Social Science Inquiry</i>		
Select 3 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
<i>Natural Sciences Inquiry</i>		
SCI 101	Science of Life	3
<i>Physical Sciences Inquiry</i>		
SCI 102	Understanding the Physical World	3
Subtotal		15
Thematic Thread		
Select 12 Credits (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/) ²		12
Total Hours		42

¹ Course offered in multiple subjects; cannot take course in first major subject.

² From at least 3 Categories; no more than 6 credits from one department; 6 credits must be 300-level or above.

Basic Math Requirement

Check with your adviser or a current degree audit report to see if you have been exempted from this course. The credit earned in this course will not be counted toward the 120 credit hour minimum needed to earn a degree.

Code	Title	Hours
Complete one of the following:		
Meet required minimum SAT or ACT math score OR		
ESAP 110	Beginning Algebra	
Total Hours		0-3

Computer Competency

Code	Title	Hours
Demonstrate "computer competency" by one of the following:		0-3
Pass Computer Competency Exam OR		
Select one of the following at SRU or another post-secondary institution:		
CPSC 100	Introduction to Computing for Liberal Arts	
CPSC 110	Computer Concepts	
CPSC 130	Introduction to Computing and Programming	
PE 202	Technology for Wellness	
Total Hours		0-3

DIVERSITY, EQUITY, AND INCLUSION REQUIREMENT

Students must take and pass a course with the Diversity, Equity, and Inclusion (DEI) designation prior to graduation. Students can meet this requirement by taking any DEI - designated course in any program at any time during their undergraduate career.

MAJOR/CONCENTRATION REQUIREMENTS

- 27 major credits must be taken at SRU or PASSHE
- 27 major credits must be taken at the 300 level or above

Code	Title	Hours
Communication Core		
COMM 110	Communication Concepts ^{1,2}	3
COMM 263	Mass Media and Society ¹	3
COMM 310	Communication Research Methods ^{1,2}	3
COMM 410	Communication Law ^{1,2}	3
COMM 497	Senior Capstone Seminar ¹	3
Subtotal		15
Public Relations Requirements		
COMM 231	Principles of Integrated Marketing Communication & Public Relations ¹	3
COMM 242	Media Writing ^{1,2}	3
COMM 307	Social Media ¹	3
COMM 317	Topics in Global and Intercultural Communication	3
COMM 332	Case Studies in Public Relations and Integrated Communication ¹	3
COMM 333	Writing for Public Relations and Integrated Marketing Communication ^{1,2}	3
COMM 431	PR and IMC Campaigns Capstone ¹	3
COMM 450	Internship ¹	3-12
Subtotal		24-33
Message Production Tactics		
Select three courses of the following (at least one course must be 300 level or higher)		9
COMM 235	Introduction to Digital Design ¹	
COMM 247	Photojournalism ¹	
COMM 248	Interactive Multimedia 1 ¹	
COMM 254	Video Production ¹	
COMM 256	Message Preparation ¹	
COMM 258	Interactive Multimedia 2 ¹	
COMM 334	Publication Production ¹	

COMM 347	New-Media Journalism ¹	
COMM 359	Interactive Multimedia 3	
COMM 401	Digital Imaging	
COMM 434	Advertising Production	
PR Professional Practice		
Select two of the following (at least one course must be at 300 level or higher)		6
COMM 228	Principles of Creative Advertising	
COMM 270	Strategic Health Communication	
COMM 312	Argumentation	
COMM 315	Organizational Communication	
COMM 318	Professional Presentation	
COMM 336	Media Relations and Crisis Communication	
COMM 370	Health Communication Cases and Strategies	
COMM 407	Social Media Network Analytics	
COMM 415	Persuasion	
HEMT 112	Introduction to HEMT	
HEMT 210	Contemporary Travel and Tourism	
MRKT 230	Principles of Marketing	
MGMT 351	Organizational Behavior	
MGMT 354	Human Resources Management	
PCRM 204	Environmental Communication	
or COMM 204	Environmental Communication	
PCRM 347	Interpretive Methods and Programming	
SPMT 194	Introduction to Sport Management	
SPMT 301	The Fan Experience	
Total Hours		54

¹ Course counts for 50% of Major and Major GPA

² A grade of 'C' or higher must be earned in these courses

* Some courses may require pre-requisites. Please see course descriptions to determine if there are any pre-requisites for that specific course.

Important Curriculum Guide Notes

This Curriculum Guide is provided to help SRU students and prospective students better understand their intended major curriculum. Enrolled SRU students should note that the My Rock Audit may place already-earned and/or in progress courses in different, yet valid, curriculum categories. Enrolled SRU students should use the My Rock Audit Report and materials and information provided by their faculty advisers to ensure accurate progress towards degree completion. *The information on this guide is current as of the date listed. Students are responsible for curriculum requirements at the time of enrollment at the University.*

PASSHE - Pennsylvania State System of Higher Education Institutions

STRATEGIC COMMUNICATION & MEDIA- BS (2119)

Concentration in Public Relations (PUBR)

This program is effective as of Summer 2022

Revision date: 04.15.2022

UCC RISP 3.1.22

RECOMMENDED FOUR-YEAR PLAN

Course	Title	Hours
First Year		
Fall		
SUBJ 139	Foundations of Academic Discovery ¹	3
ENGL 102	Critical Writing	3
COMM 110	Communication Concepts	3
COMM 263	Mass Media and Society	3
Creative and Aesthetic Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
ESAP 101	FIRST Seminar *	1
Hours		16
Spring		
COMM 200	Civil Discourse: Theory & Practice	3
ENGL 104	Critical Reading	3
COMM 231	Principles of Integrated Marketing Communication & Public Relations	3
MATH 117	Quantitative Reasoning	3
Humanities Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Hours		15
Second Year		
Fall		
COMM 235	Introduction to Digital Design	3
Message Production & Tactics Course		3
Natural Sciences Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Social Science Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3
Declare a Thematic Thread ²		
Hours		15
Spring		
COMM 242	Media Writing	3
Message Production & Tactics Course		3
Physical Sciences Inquiry (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3
Hours		15
Third Year		
Fall		
COMM 310	Communication Research Methods	3
COMM 332	Case Studies in Public Relations and Integrated Communication	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3
Message Production & Tactics Course		3
Hours		15
Spring		
COMM 307	Social Media	3

COMM 333	Writing for Public Relations and Integrated Marketing Communication	3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
PR Professional Practice Course		3
Elective		3
Hours		15
Fourth Year		
Fall		
COMM 410	Communication Law	3
COMM 312 or COMM 415	Argumentation or Persuasion	3
PR Professional Practice Course		3
Thematic Thread Requirement (https://catalog.sru.edu/undergraduate/rock-studies/rock-studies-quick-guide/)		3
Elective		3
Hours		15
Spring		
COMM 317	Topics in Global and Intercultural Communication	3
COMM 497	Senior Capstone Seminar	3
COMM 431	PR and IMC Campaigns Capstone	3
Elective		3
COMM 450	Internship	3
Hours		15
Total Hours**		121

¹ Course offered in multiple subjects; cannot take course in first major subject.

² Work with your Academic Adviser to declare a Thematic Thread by the end of your fall semester in your second year.

* Students are encouraged to take ESAP 101 as a Free Elective.

Major Code: 2119

Concentration Code: PUBR

Revised: 05.03.2022

** This document is meant to serve as a guide. Some planners may show more than 120 credits because faculty have created flexibility in choosing courses. However, only 120 credits are required to obtain a degree. Please consult with your academic adviser and refer to your curriculum guide prior to registering for courses. This plan should be reviewed, and verified, by you and your academic adviser at least once each academic year.