

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

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:		3
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
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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:		0-3
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

* 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

¹ Course counts for 50% of Major and Major GPA

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