

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

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	Argumentation	3
	or COMM 415 or Persuasion	
	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.