Effective for students beginning in the College of Arts and Sciences in the 2014-15 academic year

School of Communication, Advertising and Public Relations Emphasis

SUMMARY OF COURSE REQUIREMENTS

Communication majors must complete the three core courses, one of two writing courses, plus the requirements of their chosen emphasis, plus 6 hours inside the school but outside their chosen emphasis. A grade point average of least 2.25 in the major is required. *(NOTE: A Bachelor of Arts degree in Communication requires a minimum of 120 credits.)*

COURSES REQUIRED OF ALL SCHOOL OF COMMUNICATION MAJORS

- CMM 110 Communication in the Digital Age
- CMM 311 Research Methods in Communication
- CMM 411 Communication Theory
- CMM 250W Fundamentals of Journalism
  - **OR**
  - CMM 253W Writing for the Media

**The Advertising and Public Relations emphasis:**

- CMM 260 Communication and Advertising
- CMM 271 Introduction to Public Relations
- CMM 360 Advertising Copywriting & Layout
- MKT 310 Introduction to Marketing**

One course from among these “Communication Analysis” classes:*  
- CMM 448 Audience Analysis
- CMM 371 Public Relations Cases
- MKT 340 Consumer Behavior**+

One course from these “Communication Campaign” classes:*  
- CMM 460 Advertising Communication Tactics
- CMM 471 Public Relations Campaigns
- CMM 462 Advertising Competition*\X

*COMPLETION OF THE TWO-SEMESTER CMM 462 ADVERTISING COMPETITION (6 CR.) MAY BE USED TO FULFILL THE COMMUNICATION CAMPAIGN REQUIREMENT.

**+ Two courses from the School of Communication’s other emphases **
*(NOTE: Neither CMM 250W nor CMM 253W may be used to satisfy this specific requirement.)*

** EC 101 is a prerequisite for this course.

*All of the courses in this category have prerequisites. Check the bulletin or printed schedule of classes
** For purposes of this requirement, the following classes are considered part of the Human Communication Studies emphasis: 212, 222, 225W, 230, 251, 310, 325, 335, 340, 343, 366, 412, 422, 428, and 447. The following classes are considered part of the Media and Journalism emphasis: 210, 240, 242, 244, 246, 281, 324, 329, 381, 315, 317, 318, 330, 345, 346, 350W, 353, 354W, 355, 356W, 362, 415, 425, 430, 432, 440, 442, 444, 445, 449, 450, 452, 453, 457, 458, and 481. (Courses listed in **BOLD** are highly recommended for Advertising and PR students.)
+ CMM 215 may be used as a course outside the emphasis.

+++ EC 101 and MKT 310 are prerequisites for this course