College of Social and Behavioral Sciences

Strategic Communication Bachelor of Science

Public Relations - Emphasis

2021-2022 Undergraduate Catalog

Progression Plan-Classic

Sample Progression Plans are for planning purposes only; see the catalog for official details.

Year 1 - Fall	
COM 101 Communication Analysis	3
Foundation English	4
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 1 - Spring	
COM 200 Basic Communication Theory	3
CST 111 Fundamentals Of Public Speaking	3
Foundation Math	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 2 - Fall	
STR 272 Introduction To Public Relations	3
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	3
General Elective Course	3

Year 2 - Spring	
STR 207 Introduction To Advertising	3
Liberal Studies and/or Diversity	3
Liberal Studies Science and Applied Science	3
General Elective Course	3
General Elective Course	3

Year 3 - Fall	
STR 373 New Media Engagement	3
PR 372W Public Relations Writing	3
STR 307 Creative Fundamentals	3
Liberal Studies Lab Science Lecture	3
Liberal Studies Lab Science Lab	1
General Elective Course	3

Year 3 - Spring	
PR 371 Public Relations Case Studies And Research	3
PR 460 Crisis Communication	3
General Elective Course	3
General Elective Course	3
General Elective Course	3

Year 4 - Fall	
STR 446 Social Media and Analytics And Management	3
COM 400 or COM 425	3
Public Relations Emphasis Elective	3
General Elective Course	3
General Elective Course	3

Year 4 - Spring	
PR 471C Public Relations Projects And Campaigns	3
General Elective Course	3
General Elective Course	3
General Elective Course	3
General Elective Course	1