

PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT

BACHELOR OF ARTS DEGREE PLAN 2022-2023

ENGL 1301, 1302 6-hours LIFE & PHYSICAL SCIENCE 8-hours LANGUAGE, PHILOSOPHY & CULTURE May be fulfilled with MCOM 2330 or other approved course POLS 1301, 2306 6-hours SOCIAL AND BEHAVIORAL SCIENCES Fulfilled with MCOM 1300 3-hours CREATIVE ARTS 3-hours FOREIGN LANGUAGE/GLOBAL COMMUNICATION 3-hours May be fulfilled with MCOM 2301 or other approved course Fulfilled with MCOM 2350 9-hours PORAL COMMUNICATION 3-hours MATH AND LOGICAL REASONING 3-hours fulfilled with MCOM 2310 6-hours Fulfilled with MCOM 2310 9-hours Fulfilled with MCOM 2310 9-hours Fulfilled with MCOM 2310 9-hours Fulfilled with MCOM 2350 PRINCIPLES OF PUBLIC RELATIONS STRATEGIC COMMUNICATION MANAGEMENT MAJOR MATH 2300 MATH 2345 INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS PRSC 3308 PUBLIC RELATIONS PRACTICE MCOM 1301 FOUNDATIONS OF MEDIA & COMMUNICATION PRSC 3311 PUBLIC RELATIONS STRATEGIES MCOM 1301 INTRO. TO DIGITAL & SOCIAL MEDIA PRSC 3312 PUBLIC RELATIONS WRITING MCOM 2350 BUSINESS & PROFESSIONAL COMMUNICATION OR PUBLIC SPEAKING OR SPEAKING FOR BUSINESS MCOM 2350 COMMUNICATION IN A GLOBAL SOCIETY PRSC 3341 PUBLIC RELATIONS GRAPHICS AND PUBLICATION PRSC 3345 PUBLIC RELATIONS CONTENT DEVELOPMENT PRSC 3300 APPLIED PUBLIC RELATIONS THEORY AND CONCEPTS RESC 3440 PUBLIC RELATIONS CONTENT DEVELOPMENT	1
May be fulfilled with MCOM 2330 or other approved course POLS 1301, 2306 6-hours SOCIAL AND BEHAVIORAL SCIENCES Fulfilled with MCOM 1300 3-hours May be fulfilled with MCOM 2300 or other approved course PORAL COMMUNICATION Fulfilled with MCOM 2310 3-hours ORAL COMMUNICATION Fulfilled with MCOM 2310 3-hours MULTICULTURAL 3-hours Fulfilled with MCOM 2350 PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT MAJOR MATH 2300 STATISTICAL METHODS OR INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS MCOM 1300 FOUNDATIONS OF MEDIA & COMMUNICATION MCOM 2310 BUSINESS & PROFESSIONAL COMMUNICATION OR COMS 2358 MCOM 2350 SPEAKING FOR BUSINESS MCOM 2350 COMMUNICATION OR PREC 3311 PUBLIC RELATIONS WRITING PRSC 3312 PUBLIC RELATIONS WRITING PRSC 3315 DIGITAL PUBLIC RELATIONS PRSC 3315 PUBLIC RELATIONS GRAPHICS AND PUBLICATION PRSC 3341 PUBLIC RELATIONS GRAPHICS AND PUBLICATION PRSC 3345 PUBLIC RELATIONS CONTENT DEVELOPMENT	3
POLS 1301, 2306 6-hours Fulfilled with MCOM 1300 3-hours May be fulfilled with MCOM 2301 or other approved course 3-hours Foreign Language/GLOBAL COMMUNICATION 9-hour fulfilled with MCOM 2310 3-hours fulfilled with MCOM 2310 MATH AND LOGICAL REASONING 3-hours fulfilled with MCOM 2310 MATH 2300 or MATH 2345 6-hour fulfilled with MCOM 2350 PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT MAJOR MATH 2300 STATISTICAL METHODS OR INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS PRSC 3308 PUBLIC RELATIONS PRACTICE MCOM 1300 FOUNDATIONS OF MEDIA & COMMUNICATION PRSC 3311 PUBLIC RELATIONS STRATEGIES MCOM 1301 INTRO. TO DIGITAL & SOCIAL MEDIA PRSC 3312 PUBLIC RELATIONS WRITING MCOM 2310 COMS 2300 COMMUNICATION PRSC 3315 DIGITAL PUBLIC RELATIONS MCOM 2350 COMMUNICATION PRSC 3341 PUBLIC RELATIONS GRAPHICS AND PUBLICATION PRSC 3345 PUBLIC RELATIONS CONTENT DEVELOPMENT	}
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PRSC 4412 PUBLIC RELATIONS CAMPAIGNS	
PRSC 4380 APPLIED PUBLIC RELATIONS RESEARCH	
MCOM 2320 WRITING FOR MEDIA & COMMUNICATION OR JOUR 2310 NEWS WRITING	
GROUP A ELECTIVES (9-hours) (See current online TTU catalog for prerequisites)	
PRSC 2330 ADVOCACY AND ACTIVISM PRSC 4000 SPECIAL PUBLIC RELATIONS PROJECT IN INTEGRATED COMMUNICATION	
PRSC 3351 PUBLIC RELATIONS FOR NONPROFITS PRSC 4300 INDIVIDUAL STUDY IN PUBLIC RELATIONS	
PRSC 3352 PUBLIC RELATIONS EVENT MANAGEMENT PRSC 4301 SPECIAL TOPICS IN PUBLIC RELATIONS	
PRSC 3353 POLITICAL PUBLIC RELATIONS PRSC 4310 RAIDERCOMM AGENCY EXPERIENCE	
PRSC 3354 SPORTS PUBLIC RELATIONS PRSC 4350 CRISIS COMMUNICATION	
PRSC 3390 INTERNSHIP IN PUBLIC RELATIONS PRSC 4351 INTERNATIONAL AND MULTICULTURAL PUBLIC RELATIONS	

Students are encouraged to develop a specialization within another Media & Communication major area. Students not desiring to specialize may take any Media & Communication courses in any combination to satisfy the group B requirement, including additional public relations & strategic communication management courses beyond those needed to satisfy the public relations & strategic communication management core and elective requirements.

GROUP C ELECTIVES (15-hours) (See current online TTU catalog for prerequisites)

Students majoring in public relations & strategic communication management are encouraged to use these 15 hours in or outside the college, ideally focusing on a topic that will prepare them for a particular public relations role or practice area. Alternately, public relations & strategic communication management majors also have the option of selecting additional group B courses to satisfy the group C requirement (or adding a minor).