

**CORE CURRICULUM & GRADUATION REQUIREMENTS**

<input type="checkbox"/> ENGL 1301, 1302 6-hours	<input type="checkbox"/> LIFE & PHYSICAL SCIENCE 8-hours
<input type="checkbox"/> HIST 2300, 2301, or 2310 6-hours	<input type="checkbox"/> LANGUAGE, PHILOSOPHY & CULTURE 3-hours May be fulfilled with MCOM 2330 or other approved course
<input type="checkbox"/> POLS 1301, 2306 6-hours	<input type="checkbox"/> SOCIAL AND BEHAVIORAL SCIENCES 3-hours Fulfilled with MCOM 1300
<input type="checkbox"/> CREATIVE ARTS 3-hours May be fulfilled with MCOM 2301 or other approved course	<input type="checkbox"/> FOREIGN LANGUAGE/GLOBAL COMMUNICATION 9-hours 3-hours fulfilled with MCOM 2350
<input type="checkbox"/> ORAL COMMUNICATION 3-hours Fulfilled with MCOM 2310	<input type="checkbox"/> MATH AND LOGICAL REASONING 6-hours 3-hours fulfilled with MATH 2300 or MATH 2345

**PUBLIC RELATIONS & STRATEGIC COMMUNICATION MANAGEMENT MAJOR**

<input type="checkbox"/> MATH 2300 STATISTICAL METHODS <b>OR</b> MATH 2345 INTRO. TO STATISTICS WITH APPLICATION TO BUSINESS MATH 1330 & <b>OR</b> MATH 1331 INTRO. MATHEMATICAL ANALYSIS 1 <b>AND</b> 2	<input type="checkbox"/> PRSC 2310 PRINCIPLES OF PUBLIC RELATIONS
<input type="checkbox"/> MCOM 1300 FOUNDATIONS OF MEDIA & COMMUNICATION	<input type="checkbox"/> PRSC 3308 PUBLIC RELATIONS PRACTICE
<input type="checkbox"/> MCOM 1301 INTRO. TO DIGITAL & SOCIAL MEDIA	<input type="checkbox"/> PRSC 3311 PUBLIC RELATIONS STRATEGIES
<input type="checkbox"/> MCOM 2310 BUSINESS & PROFESSIONAL COMMUNICATION <b>OR</b> COMS 2300 PUBLIC SPEAKING <b>OR</b> COMS 2358 SPEAKING FOR BUSINESS	<input type="checkbox"/> PRSC 3312 PUBLIC RELATIONS WRITING
<input type="checkbox"/> MCOM 2350 COMMUNICATING IN A GLOBAL SOCIETY	<input type="checkbox"/> PRSC 3315 DIGITAL PUBLIC RELATIONS
<input type="checkbox"/> PRSC 3300 APPLIED PUBLIC RELATIONS THEORY AND CONCEPTS	<input type="checkbox"/> PRSC 3341 PUBLIC RELATIONS GRAPHICS AND PUBLICATION <b>OR</b> PRSC 3345 PUBLIC RELATIONS CONTENT DEVELOPMENT
<input type="checkbox"/> PRSC 4380 APPLIED PUBLIC RELATIONS RESEARCH	<input type="checkbox"/> PRSC 4412 PUBLIC RELATIONS CAMPAIGNS
<input type="checkbox"/> MCOM 2320 WRITING FOR MEDIA & COMMUNICATION <b>OR</b> JOUR 2310 NEWS WRITING	

**GROUP A ELECTIVES (9-hours) (See current online TTU catalog for prerequisites)**

<input type="checkbox"/> PRSC 2330 ADVOCACY AND ACTIVISM	<input type="checkbox"/> PRSC 4000 SPECIAL PUBLIC RELATIONS PROJECT IN INTEGRATED COMMUNICATION
<input type="checkbox"/> PRSC 3351 PUBLIC RELATIONS FOR NONPROFITS	<input type="checkbox"/> PRSC 4300 INDIVIDUAL STUDY IN PUBLIC RELATIONS
<input type="checkbox"/> PRSC 3352 PUBLIC RELATIONS EVENT MANAGEMENT	<input type="checkbox"/> PRSC 4301 SPECIAL TOPICS IN PUBLIC RELATIONS
<input type="checkbox"/> PRSC 3353 POLITICAL PUBLIC RELATIONS	<input type="checkbox"/> PRSC 4310 RAIDERCOMM AGENCY EXPERIENCE
<input type="checkbox"/> PRSC 3354 SPORTS PUBLIC RELATIONS	<input type="checkbox"/> PRSC 4350 CRISIS COMMUNICATION
<input type="checkbox"/> PRSC 3390 INTERNSHIP IN PUBLIC RELATIONS	<input type="checkbox"/> PRSC 4351 INTERNATIONAL AND MULTICULTURAL PUBLIC RELATIONS

**GROUP B ELECTIVES (9-hours) (See current online TTU catalog for prerequisites)**

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).