

BS MASS COMMUNICATIONS

PUBLIC RELATIONS



60

CORE CREDIT HOURS

45

MAJOR CREDIT HOURS

15

ELECTIVE CREDIT HOURS

This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements.

FALL

| | |
|---|----------|
| A1: ENGL 1101 English Composition I | 3 |
| B2: XIDS 2002 (Recommended) First-Year Seminar Course | 2 |
| E1: HIST 1111 OR 1112 US History | 3 |
| C1: FINE ARTS | 3 |
| D1: SCIENCE + LAB | 4 |

MILESTONES:

- COMPLETE ENGL 1101; REQUIRED TO EARN C OR HIGHER.

SPRING

| | |
|---|----------|
| A1: ENGL 1102 English Composition II | 3 |
| A2: MATH 1401, 1001, OR 1111 Elementary Statistics, Quantitative Skills & Reasoning, or College Algebra | 3 |
| F: COMM 1110 Public Speaking | 3 |
| E2: HIST 2111 OR 2112 US History | 3 |
| D1: NON-LAB SCIENCE | 3 |

MILESTONES:

- COMPLETE ENGL 1102; REQUIRED TO EARN C OR HIGHER.
- COMPLETE COMM 1110; REQUIRED TO EARN C OR HIGHER.
- COMPLETE 30 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

FALL

| | |
|--|----------|
| F: COMM 1154 Intro to Mass Communications | 3 |
| F: FOREIGN LANGUAGE Foreign Language 1000-2000 | 3 |
| D2: MATH, SCIENCE, & QUANTITATIVE TECHNOLOGY | 3 |
| C2: HUMANITIES Any Option EXCEPT COMM 1154 | 3 |
| B1: ORAL COMMUNICATION Any Option EXCEPT COMM 1110 | 3 |

MILESTONES:

- COMPLETE FIRST FOREIGN LANGUAGE REQUIREMENT.
- COMPLETE COMM 1154; REQUIRED TO EARN C OR HIGHER.

SPRING

| | |
|--|----------|
| E3: POLS 1101 American Government | 3 |
| F: FOREIGN LANGUAGE Foreign Language 1000-2000 | 3 |
| F: COMM 2254 Media Ethics | 3 |
| E4: SOCIAL SCIENCE | 3 |
| F: HUMANITIES OR SOCIAL SCIENCE | 3 |

MILESTONES:

- COMPLETE SECOND FOREIGN LANGUAGE REQUIREMENT.
- COMPLETE COMM 2254; REQUIRED TO EARN C OR HIGHER.
- COMPLETE 60 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

Key

- Color: Core Area and Credit Hours
- Color: Elective Course(s)
- Color: Minor Course(s)

FALL

COMM 3301 3
Fundamentals of Newswriting

COMM 3313 3
Public Relations Principles

ELECTIVES 3
Must select COMM 3000-4000 level courses or courses from approved list

MINOR COURSE 6

- MILESTONES:
- COMPLETE COMM 3301
 - COMPLETE COMM 3313

SPRING

COMM 4414 3
Public Relations Management

COMM 4451 3
Public Relations Writing

COMM 4484 3
Mass Comm Research Methods

ELECTIVES 3
Must select COMM 3000-4000 level course or course from approved list

MINOR COURSE 3

- MILESTONES:
- COMPLETE COMM 4451 & COMM 4484
 - COMPLETE 90 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

FALL

COMM 4413 3
Public Relations Cases

COMM 4444 0/3
Public Relations Campaigns

ELECTIVES 3/6
Must select COMM 3000-4000 level courses or courses from approved list (COMM 4421P - Practicum: bluestone Public Relations Firm)

MINOR COURSE 6

- MILESTONES:
- COMPLETE COMM 4414
 - COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE (COMM 4444), PRE-REQUISITES ARE COMM 3313, COMM 4414, AND COMM 4451

SPRING

COMM 4454 3
Media Law

COMM 4444 0/3
Public Relations Campaigns

ELECTIVES 6/9
Must select COMM 3000-4000 level course(s) OR course(s) from approved list; Complete 6 credit hours if minor requires 15 credit hours; complete 3 credit hours if minor requires 18 credit hours. (COMM 4421P - Practicum: bluestone Public Relations Firm)

MINOR COURSE 0/3
Complete 6 credit hours if minor requires 15 credit hours, complete 9 credit hours if minor requires 18 credit hours.

- MILESTONES:
- COMPLETE A MAXIMUM OF 12 CREDIT HOURS OF COMM 3000-4000 LEVEL COURSES TO APPLY TOWARD 18-21 CREDIT HOURS OF MAJOR ELECTIVES.
 - COMPLETE 120 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

* For Mass Communications majors, 18-21 credit hours of COMM 3000-4000 level courses are required to apply toward major electives. Up to 6 credit hours of the 18-21 hours may be selected from the Approved Electives list, but this is not required. Majors may petition to apply alternative courses, including 1000-2000 level courses, as major electives that are relevant to their career aspirations by submitting requests and rationales to advisors. The Dean or Designee must approve all alternative courses.

Additionally, students may take up to 6 hours of internship (COMM 4486) for credit in their degree program, and students may take up to 6 credit hours of 3000-4000 level practica courses in their degree program. However, students may not exceed a total of 9 credit hours of internship and practica combined.

CORE CURRICULUM

A1

Communication Skills

A2

Quantitative Skills

B1

Written and Oral Communications

B2

Other Institutional Options

C1

Fine Arts

C2

Humanities

D1

Natural Science

D2

Mathematics, Science, and Quantitative Technology

E1

World History

E2

American/Georgia History

E3

American/Georgia Government

E4

Social Science

F

Major Courses





READY

SET

GO

FIRST YEAR

MIDDLE YEARS

LAST YEAR

CRUSH YOUR COURSEWORK

- Talk with your professors and advisors about your education and **career goals**.

- Complete **core classes**
- Meet with your **faculty mentor** at least once per semester.

- Complete an **internship**
- Submit your coursework for internal **Excellence Awards**
- Submit your work for **national awards**

FIND YOUR PLACE

- Join **PRSSA**
- Become a mentee in the Alumni Mentor Programs
- Attend SCFM networking functions and alumni networking events

- Attend (or volunteer at) **Media Day**
- Maintain **PRSSA** membership,
- Participate in **bluestone**
- explore internship opportunities

- Participate in **Media Day**
- Explore Leadership Roles in **PRSSA**

BROADEN YOUR PERSPECTIVES

- Explore **diversity, equity, and inclusion resources** and opportunities across campus.
- Check out the **education abroad office**.

- In a student organization? Suggest you all complete an **implicit bias workshop**.
- Consider a study abroad program. Check out **students' stories** of their experiences

- Assess your **cultural competency**
- Consider **working abroad** and research visa regulations
- Explore **practices of creating more inclusive careers**

CONNECT OFF-CAMPUS

- Visit **Wolves Vote** to learn about the voting process and registration
- Consider volunteering for a campaign or organization in your community

- Complete an internship in your field
- Consider a summer or part-time job
- Ask your department about networking opportunities with alumni

- Ask for advice from professionals in your field of interest
- Explore career shadowing opportunities

TAKE CARE OF YOURSELF

- Visit the **UWG Wellness Hub** to find all the resources available to you!
- Visit **Health Services**
- Get fit! Visit **URec** to see all your options.
- Visit the **Center for Economic and Financial Literacy**

- Take a **fitness class, climb the rock wall, or join an intramural team**
- Consider whether counseling is right for you: **take a mental health screening**

- Explore a **farmer's market** for fresh produce
- Develop a **post-graduation exercise plan**
- Explore your **loan repayment options** and complete your exit counseling.

PAVE YOUR PATH

- Complete a **self-assessment** to see **what careers and majors** are right for you
- Visit **Career Services**
- Create your profile on **Handshake**
- Consider **applying for an on-campus job**

- Draft your resume and attend a resume blitz
- Learn about how to **network on social media** and update your Handshake profile
- Draft your personal statement
- Visit the graduate school to find out about graduate programs and admission requirements

- Request references from professors and supervisors
- Draft your resume cover letter and personal statement and revise it with career services
- Attend business fairs and career fairs at UWG and across the state.
- Attend an interview workshop
- Apply for graduate programs