

COMMUNICATION – PUBLIC RELATIONS

Bachelor of Arts Curriculum Guide

▪ FIRST YEAR

First Semester

COMM	125	Media and Meaning	3
COJR	151	Photography	4
ENGL	111	College Writing I	3
RELT	141	Christian Beliefs	3
COMM	105	Public Speaking	2
HHPA		Physical Activity	<u>1</u>
			Total 16

Second Semester

ENGL	112	College Writing II	3
GRPH	150	Introduction to Graphic Arts	3
MATH*	221	Elementary Statistics and Probability	3
RELB		Biblical Studies Elective	3
		Physical Activity Elective	1
		Elective	<u>3</u>
			Total 16

▪ SECOND YEAR

First Semester

COJR	221	Reporting	3
COPR^	241	Public Relations Principles	3
COMM	290	Sophomore Seminar	3
HHPA	155	Concepts of Wellness	3
ASTR*	111	Astronomy	3
SPAN*	101	Beginning Spanish	<u>1</u>
			Total 16

Second Semester

ENGL*	236	Approaches to Literature: World	3
MUHL*	261	Traditional and World Music	3
SPAN*	102	Beginning Spanish	3
SOCI*	105	Introduction to Sociology	3
REL		Religion Elective	<u>3</u>
			Total 15

▪ THIRD YEAR

First Semester

COJR	245	Editing	3
BIOL*	102	Environment and Life Science	3
PSYC*	105	Introduction to Psychology	3
HIST*	157	West and the World	3
COMM*	480	Advanced Communication Seminar	3
		Elective	<u>2</u>
			Total 17

Second Semester

COJR	457	Magazine Writing	3
COMM	320	Communication Theory and Research	3
COPR^	316	Advertising Practices	3
COPR	445	Public Relations Campaigns	3
COPR	377	Crisis Public Relations	2
PHIL*	335	Introduction to Philosophy	<u>2</u>
			Total 16

▪ FOURTH YEAR

First Semester

COPR	475	Public Relations Practicum	4
COMM*	335	Video Production	3
REL		300-400 Level Religion Elective	3
		300-400 Level Elective	3
		Elective	<u>3</u>
			Total 16

Second Semester

COMM	490	Senior Seminar	1
COMM	465	Interpersonal Communication	3
COMM^	425	Intercultural Communication	3
COMM^	365	Institutional Development	3
		Electives	<u>6</u>
			Total 16

128 hours are required for graduation. 40 hours must be upper division (300 level or above).

* Other courses may also meet this requirement. See the Union College Bulletin 2010.

^ Alternate year course.

This sample guide is intended only to show you how a program might be arranged. Course schedules may change and it is possible that your courses will not be taken exactly in the order shown. Your academic advisor will help you design a program around your educational needs and goals.