

ACADEMIC ROADMAP

Public Relations and Advertising, B.A.

Effective Fall 2025

Freshman Year (30 credits)

FIRST SEMESTER

Course Title	Catalog Number	Prerequisite(s)
College Writing I	CWP 101	
Media Literacy	COM 100	
Intro to Oral Communication	SPC 205	
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

SECOND SEMESTER

Course Title	Catalog Number	Prerequisite(s)
College Writing II (Argumentation and Research)	CWP 102	CWP 101
Intro to Digital Storytelling or Intro to Visual Communication	COM 212 or COM 215	
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

Notes and recommendations:

You should attend at least one faculty office hour, visit Academic Excellence Center (math, writing, and general tutoring), and view your degree audit sheet in Degree Works this year.

Sophomore Year (60 credits)

THIRD SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Intro to Media Writing	COM 210	CWP 102 and COM 100
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

FOURTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Principles of PR & Advertising	COM 301	COM 210 and SPC 205
Group Communication	SPC 307	SPC 205
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

Notes and recommendations:

Form a study group; consider enrolling in a second major, minor, or certificate program.

Junior Year (90 credits)

FIFTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Public Relations Writing	COM 308	COM 210
Communications Graphics	COM 322	COM 212 or COM 215
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

SIXTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Web & Social Media Production	COM 336	COM 212 or COM 215
Applied Communication Research	COM 401	COM 301
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

Notes and recommendations:

Visit the Career & Professional Education Center; talk to your faculty advisor about career and graduate school options.

Senior Year (120 credits)

SEVENTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Campaigns in PR & Advertising	COM 418	COM 401
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

EIGHTH SEMESTER

Course Title	Catalog Number	Prerequisite(s)
Communication and Society	COM 450	COM 100 or SPC 103, SPC 205, COM 210, COM 212 or COM 215, completion of 21 upper division COM/SPC courses
COM/SPC Elective at 300- or 400-level		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		
GE 23 Core Course/All College Elective		

Notes and recommendations:

Apply for graduation; apply to graduate school, if applicable; visit the Career & Professional Education Center to have your resume reviewed.