Concord University

Bachelor of Arts in Communication Arts – Public Relations Emphasis

Registrar's Office Official Document

| Name: | | | |
|-------------------|----------------|-------------|-----------------|
| 120 hours minimum | for graduation | with a 2.00 | average overall |

2018-2019 Catalog

| So hours from a four-year institution | 120 hours minimum for graduation with a 2.00 average overall | | | | | | |
|---|--|--|----------|----------|------|--|--|
| Written and Oral Communications (9 credit hours) Select one course from BGEN 205 or COMM 101 ENGL 101 Composition & Rhetoric II 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 | | | CD | CD | OB | | |
| ENGL 101 Composition & Rhetoric I 3 | | | | | | | |
| ENGL 101 Composition & Rhetoric I | | | пе сои | rse fro | om | | |
| ENGL 102 Composition & Rhetoric II 3 3 | BGEN 203 01 | COMM 101 | 1 | T T | | | |
| ENGL 102 Composition & Rhetoric II 3 3 | ENCL 101 | Commonistion & Dhotonia I | 2 | | | | |
| Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours. ENGL 203, 204, *2201, *2202, *2203, | ENGL 101 | Composition & Rhetoric I | 3 | | | | |
| Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours. ENGL 203, 204, *2201, *2202, *2203, | ENGL 102 | Composition & Photoric II | 2 | | | | |
| Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours. ENGL 203, 204, *2201, *2202, *2203, | ENGL 102 | Composition & Rhetoric II | 3 | | | | |
| Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours. ENGL 203, 204, *2201, *2202, *2203, | | | 3 | | | | |
| Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours. ENGL 203, 204, *2201, *2202, *2203, *2204 or *2205 HIST 101, 102, 203, 204, PHIL 101, 102, 3 210, 316, or 361 Fine Arts—(3 credit hours) Select one (1) course from the following: ART 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, MUS 101, *451, *453A, or THEA 102 Social and Behavioral Sciences (9 credit hours) Select one (1) course from three different categories. Category 1 - Business and Professional Studies BGEN 105, ECON 201, ECON 202, FIN 200, RTM 100 or SOWK 161 Category 2 - Geography GEOG 101, 255 or 321 Category 3 - Political Science POSC 101, 104, or 202 Category 4 - Psychology PSY 101 or 200 Category 5 - Sociology SOC 101, 201, or 301 Natural Sciences (7-8 credit hours) Select one (1) course from two different categories. Category 2 - Geography GEOG 101, 102 or 103 Category 2 - Bociology SOC 101, 104, or 202 Category 3 - Political Science GEOL 101, 102 or 103 Category 2 - Bociology SOC 101, 201, or 301 Natural Sciences (7-8 credit hours) Select one (1) course from two different categories. Category 3 - Physical Science GEOL 101, GEOL 150, GEOG 200, PHSC 104, or PHYS 105 Category 3 - Physical Science CHEM 100, CHEM 101/111, PHSC 103, PHYS 101, or PHYS 201 Mathematics (3 credit hours) Select one (1) Mathematics course numbered 100 or higher. Physical Wellness (2 credit hours) Select one or more courses listed below for a total of at least two hours. H ED 120, 304, P ED 101M, 117, 118, or RTM 220 Modern/Classical Language or substitution purposes. May not substitute Modern Language for substitution purposes. | Litanatuma am | d Hymnonities (6 and lithoung) Salast and (1) as | _ | | | | |
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| H ED 120, 304, P ED 101M, 117, 118, or RTM 220 Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes. May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | - | | es liste | d belo |)W | | |
| Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes. May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | for a total of | | | T | | | |
| Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes. May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | | | 2 | | | | |
| within the same Modern/Classical Language for substitution purposes. May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | | · · | | | | | |
| May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | | | | | | | |
| ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement. | within the sai | | n purpo | oses. | | | |
| Mathematics requirement or the 4-hour lab science requirement. | | | | | | | |
| science requirement. | | | | | | | |
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| RESIDENCE | CREDIT: |
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36 hours at Concord; 16 of last 32 hours at Concord

Note: In some degree programs, this is prior to entering professional training. 9 hours in Major, Teaching Fields

| | Communication Arts Core Requirement. | s | | | | |
|-----------------------------------|---|--------|------|----|--|--|
| Foundations Courses | | | | | | |
| COMM 201 | Advanced Public Speaking | 3 | | | | |
| COMM 204 | Interpersonal Communication | 3 | | | | |
| JOUR 221 | Fundamentals of Journalistic Writing | 3 | | | | |
| Theory Courses | | | | | | |
| | Three courses from the following: | 3 | | | | |
| | COMM 249, Intro to Public Relations COMM 269, Organizational Comm. COMM 301, Persuasion MCOM 142, Intro. to Mass Comm. THEA 316, Acting I | 3 | | | | |
| | Broadcast Meteorology must take MCOM 142. | 3 | | | | |
| Capstone Experience | | | | | | |
| COMM 460 <u>OR</u> GEOG 465 | Communication Capstone Experience OR Geography Capstone | 3 | | | | |
| Public Relatio | ns Emphasis (2.50 GPA required) | | | | | |
| ART 106 | Basic Computer Graphics | 3 | | | | |
| ART 222 | Basic Production Techniques | 3 | | | | |
| COMM 315 | Integrated Strategic Communication | 3 | | | | |
| COMM 349 | Public Relations Writing | 3 | | | | |
| COMM 359 | Communication Law | 3 | | | | |
| COMM 435 | Public Relations Cases | 3 | | | | |
| | *Four (4) credit hours from the following: | 1 | | | | |
| | COMM 260 Prac: Public Relations Workshop JOUR 260 Prac: Concordian | 1 | | | | |
| | MCOM 260 Prac: WVCU Radio MCOM 260 Prac: Mt. Lion Television | 1 | | | | |
| | | 1 | | | | |
| | Three courses from the following: ART 216A, Photography I COMM 209, Argumentation COMM 304, Intercultural Comm. COMM 411, Rhetorical Theory COMM 420, Special Projects COMM 422, Rhetorical Criticism COMM 470, Comm. Research MKT 305, Principles of Marketing MKT 316, Advert. & Sales Promo. THEA 311, Voice & Interpretation | 3 3 | | | | |
| *It is recommend | Or Any/all remaining Communication Arts Core Theory courses led that students have MCOM 140 and 141 p. | rior t | o MC | OM | | |

^{*}It is recommended that students have MCOM 140 and 141 prior to MCOM 260; COMM 349 prior to COMM 260; and JOUR 211 prior to JOUR 260.