

BA IN PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

This is the suggested plan of study to graduate in four years with a degree in Public Relations and Strategic Communication.

This plan assumes the student has not taken three years of foreign language in high school. Current students should use MySAU Portal Student Planning and consult with an advisor to determine graduation requirements.

Please [consult the online course catalog](#) for detailed course descriptions.

YEAR ONE

Fall	Credit	Spring	Credit
COMM 240 Principles of Public Relations	3	COMM 230 Media Writing	3
ENGL 101 Composition	3	COMM 232 Media and Society	3
Humanities	3	Info Lit	1
Foreign Language 101	3	Social Science	3
NSS 101 New Student Seminar	1	Foreign Language 102	3
THEO/PHIL	3	Oral Communication	3
Total Credits	16	Total Credits	16

YEAR TWO

Fall	Credit	Spring	Credit
AD 240 Designing Data	3	COMM 251 Public Relations Techniques	3
STBE 137 Quantitative Reasoning	3	COMM 333 Digital Media Writing	3
COMM 224	4	THEO/PHIL	3
Wellness Concepts	1	Electives	6
KIN Activity	1-2		
Natural Science	3		
Total Credits	15-16	Total Credits	15

YEAR THREE

Fall	Credit	Spring	Credit
COMM 326 (Fall only)	3	COMM 340 Global Communication (Spring only)	3
COMM 305 (Fall only)	3	COMM 327, 329, or 361	3
Electives	6	Humanities	3
Creative Arts	3	THEO/PHIL	3
		Electives	3
Total Credits	16	Total Credits	15

YEAR FOUR

Fall	Credit	Spring	Credit
COMM 353 Cases and Research in Strategic Communication	3	COMM 405 Strategic Communication Campaigns	3
Electives	9	COMM 432 Media Law (Spring only)	3
THEO/PHIL	3	Electives	9
Total Credits	15	Total Credits	15