



University of Wisconsin Whitewater

Rev. 5/24

COMMUNICATION MAJOR (BA or BS) — PUBLIC RELATIONS EMPHASIS (36 CREDITS)

All Communication Department majors require a minor, which can be from anywhere on campus.

To qualify for graduation, all Communication and Journalism majors must earn a minimum 2.25 GPA

REQUIRED CORE COURSES. (15 CREDITS)

Course No.	Course Name	Prerequisites
<i>Introductory Core</i>		
_____ COMM 202	Principles of Public Relations	None
_____ COMM 203	Public Relations Tactics I	Coreq: COMM 202
<i>Intermediate Core, once both courses above have been completed</i>		
_____ COMM 204	Public Relations Tactics II *	COMM 202, 203
_____ COMM 302	Public Relations Strategies*	COMM 202, 203
<i>Advanced Core, once all four courses above and Comm 275 have been completed</i>		
_____ COMM 402	Public Relations Planning	COMM 202, 203, 204, 275, 302

REQUIRED COURSES. (9 CREDITS.)

_____ COMM 275	Advertising and PR Research Literacy	JOURNLSM 220 or COMM 202
_____ COMM 345	Persuasion	COMM 110
_____ COMM 424	Cross Cultural Communication (GS/DV)	COMM 110

TECHNIQUE ELECTIVES. (6 CREDITS.) CHOOSE **2** COURSES FROM THE FOLLOWING LIST:

_____ COMM 240	Advanced Public Speaking (GH)	COMM 110
_____ COMM 242	Communication and Team Building	None
_____ COMM 285	Social Media Optimization & The New Web	Sophomore standing or consent of instructor
_____ COMM 363	Introduction to Health Communication	Sophomore standing
_____ COMM 373	Communicating Leadership	None
_____ COMM 493I	Internship in Communication- Public Relations	Department consent
_____ JOURNLSM 220	Foundations of Advertising	None
_____ JOURNLSM 241	Electronic Media Copywriting	None
_____ JOURNLSM 248	Publication Layout	JOURNLSM 227 or 220 or COMM 203
_____ JOURNLSM 303	Feature Writing	JOURNLSM 227 or 241 or COMM 203
_____ JOURNLSM 310	Publication Photography	None
_____ JOURNLSM 364	Advertising and PR Account Management	COMM 302 or JOURNLSM 322
_____ MAGD 150	Introduction to Media Arts and Game Development	None

PR THEORY ELECTIVE. (3 CREDITS.) CHOOSE **1** COURSE FROM THE FOLLOWING LIST

_____ COMM 312	Crisis Communication	COMM 202 and COMM 203
_____ COMM 371	Political Communication	COMM 110 and one of the following: COMM 131, 202, 327, JOURNLSM 220, 227 or Junior Standing with any course in Poli Sci or Sociology
_____ COMM 372	Social Movements and Persuasion	COMM 110 and one of the following: COMM 202, 228, JOURNLSM 220, 227 241, MAGD 150, ENGLISH 376
_____ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 or 220 or Junior Standing with any course in Poli Sci or Sociology



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Additional THEORY ELECTIVE. (3 CREDITS.) CHOOSE 1 COURSE FROM THE FOLLOWING LIST (choose a different theory course than above)

☐ COMM 312	Crisis Communication	COMM 202 and COMM 203
☐ COMM 328	Communication Conflict Resolution	Sophomore standing
☐ COMM 371	Political Communication	COMM 110 and one of the following: COMM 131, 202, 327, JOURNLSM 220, 227 or Junior Standing with any course in Poli Sci or Sociology
☐ COMM 372	Social Movements and Persuasion	COMM 110 and one of the following: COMM 202, 228, JOURNLSM 220, 227 241, MAGD 150, ENGLISH 376
☐ COMM 422	Communication Theories	Junior standing
☐ COMM 440	New Communication Technologies	MAGD 150 or JOURNLSM 227, 220, COMM 131 or Junior Standing
☐ COMM 485	Communication Research Methods	Junior standing
☐ COMM 491	Travel Study	Consent of department
☐ JOURNLSM 309	Media Ethics	(A) COMM 238 and COMM 239 or (B) COMM 131 or (C) JOURNLSM 227 or (D) JOURNLSM 220
☐ JOURNLSM 420	Law of Mass Communication	JOURNLSM 227 or 220 or COMM 131
☐ JOURNLSM 430	Communication and Public Opinion	JOURNLSM 227 or 220 or any course in Poli Sci or Sociology & Junior standing or department consent
☐ JOURNLSM 431	Mass Communication in Society	COMM 131 or 202 or JOURNLSM 227 or 220

Note: Other theory-oriented courses, 300 level or above, may be substituted for these electives with the approval of the student's advisor

MILESTONES

*Courses satisfy the Writing Requirement for the Public Relations emphasis. In order to pass the UW-Whitewater writing requirement, student must receive a grade of a 73% or higher in one of the two designated writing requirement courses.