

Program Map: Public Relations & Strategic Communication
Journalism and Mass Communications Department, College of Liberal Arts and Social Sciences
 2020 - 2021 Academic Year

Name:

SID:

Advisor:

Start Date:

Catalog Date:

Expected Graduation Date:

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Freshman	ENGL 1101	English Composition I * Pre-requisite: None	3	ENGL 1102	English Composition II * Pre-requisite: ENGL 1101	3	<ul style="list-style-type: none"> *A grade of "C" or better must be earned for this course. Portfolio in COMM 3110 – Resume, biography, dynamic chart (multimedia example). Students should finish Area A before taking COMM 2810. Students should finish Area F before taking 3000-level courses in the major.
	MATH 1001	Quantitative Reasoning * Pre-requisite: None	3	AREA D OPTION I	Elective Pre-requisite:	3	
	AFRS 1501	Survey of African American History Pre-requisite: None	2	POLS 1101	American Government Pre-requisite: None	3	
	HUMN 1201	Critical Thinking & Communication Pre-requisite: None	3	COMM 2106 or COMM 2107	African Americans or Women in the Media * Pre-requisite:	3	
	COMM 2105	Mass Media and Society * Pre-requisite:	3	COMM 3110	Layout & Design* Pre-requisite:	3	
	FYE CLAS1103	FYE CLAS 1103 Mass Comm* Pre-requisite: None	2				
	Fall Milestones		Total	Spring Milestones		Total	
			16			15	

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Sophomore	AREA C OPTION I	Elective Pre-requisite:	3	AREA C OPTION II	Elective Pre-requisite: None	3	<ul style="list-style-type: none"> *A grade of "C" or better must be earned for this course One published piece Portfolio in 2810: research paper
	CISM 1130	Intro to Computer Applications Pre-requisite: None	3	AREA D OPTION II	Elective Pre-requisite:	4	
	AREA E ELECTIVE	Elective I Pre-requisite: None	3	AREA E HISTORY	HIST 2111 OR HIST 2112 Pre-requisite: None	3	
	COMM 2101	Writing for Multimedia * Pre-requisite: ENGL 1102	3	COMM 3401	Intro to Public Relations & Str Com * Pre-req: COM2101, enrol in COMM3110	3	
	COMM 2810	Intro to Communications Research * Pre-requisite:	3	FOREIGN LANG I	FOREIGN LANG I*	3	
		Fall Milestones		Total	Spring Milestones		
			15			16	

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Junior	MAJOR OPTION I	Elective * Pre-requisite:	3	AREA E ELECTIVE	Elective II Pre-requisite: None	3	<ul style="list-style-type: none"> *A grade of "C" or better must be earned for this course Portfolio in 3401: news release, fact sheet, media advisory, pitch letter Portfolio in 4101: Print AD, commercial One published piece
	COMM 3120	Intro to Communications Theory * Pre-requisite:	3	COMM 4705	Media Ethics & the Law * Pre-requisite: JUNIOR/SENIOR	3	
	COMM 4101	Strategic Communication & Writing* Pre-requisite: COMM 3401	3	MINOR/ ELECTIVE	Elective* Pre-requisite:	3	
	FOREIGN LANG II	FOREIGN LANG II* Pre-requisite: Foreign Lang I	3	COMM 4402	Strategic Campaign Principles * Pre-requisite:	3	
	GEOG 1101	Human Geography * Pre-requisite:	3	COMM 4406	Strategic Campaign Production * Pre-requisite:	3	
		Fall Milestones		Total	Spring Milestones		
			15			15	

	Fall Courses			Spring Courses			Notes
	Course	Name	Hours	Course	Name	Hours	
Senior	GENERAL ELECTIVE	Elective Pre-requisite:	3	COMM 4106*	Communication Practicum * Pre-requisite: COMM 4101 or 4107 or 3201	3	<ul style="list-style-type: none"> *A grade of "C" or better must be earned for this course Other work produced from internship and other classes One published article in Tiger's Roar Total Hours Required for this Degree Program: 122
	SPEH 4101	Advanced Speech * Pre-requisite:	3	GENERAL ELECTIVE	Elective Pre-requisite:	3	
	COMM 4902	Professional Media Internship * Pre-requisite: COMM 2101 and permission of instructor	3	GENERAL ELECTIVE	Elective Pre-requisite:	3	
	MINOR/ ELECTIVE	Elective * Pre-requisite:	3	MINOR/ ELECTIVE	Elective * Pre-requisite: 3000-4000 level	3	
	MINOR/ ELECTIVE	Elective * Pre-requisite: 3000-4000 level	3	MINOR/ ELECTIVE	Elective * Pre-requisite: 3000-4000 level	3	
		Fall Milestones		Total	Spring Milestones		
			15			15	

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Core Curriculum (Program Preferred Options in Bold)

Area B – Institutional Options 5 hrs

- AFRS 1501 Survey of African-American Experience 2 hrs
- HUMN 1201 Critical Thinking & Communication 3 hrs

Area C – Humanities/Fine Arts, and Ethics 6 hrs,

1. Select one of the following:
 - ENGL 2111 World Literature I 3 hrs
 - ENGL 2112 World Literature II 3 hrs
 - ENGL 2121 British Literature I 3 hrs
 - ENGL 2122 British Literature II 3 hrs
 - ENGL 2131 American Literature I 3 hrs
 - ENGL 2132 American Literature II 3 hrs
 - ENGL 2222 African American Literature 3 hrs
 - PHIL 2010 Introduction to Philosophy 3 hrs
 - PHIL 2030 Introduction to Ethics 3 hrs
2. Select one of the following:
 - ARTS 1101 Introduction to Visual Art 3 hrs
 - DNCE 2010 Dance Appreciation 3 hrs
 - ENGL 2521 Introduction to Film 3 hrs
 - HUMN 2011 Humanities 3 hrs
 - MUSC 1101 Introduction to Music 3 hrs
 - THEA 2101 Introduction to Theatre 3 hrs

Area D – Natural Sciences, Math & Technology 10 hrs

1. Select two of the following:
 - **CISM 1130 Computer Applications 3 hrs**
 - CSCI 1130 Computer Applications 3 hrs
 - ASTR 1000 Introduction to the Universe 3 hrs
 - BIOL 1103 General Biology 3 hrs
 - BIOL 1104 Human Biology 3 hrs
 - CSCI 1301 Computer Science I 3 hrs
 - ENVS 1140 Environmental Issues 3 hrs
 - FSCI 1101 Introduction to Molecular Forensic Science 3 hrs
 - ISCI 1101 Integrated Science I 3 hrs
2. Select one of the following lab sciences:
 - BIOL 1103 + 1103L General Biology with lab 4 hrs
 - BIOL 1104 + 1104L Human Biology with lab 4 hrs
 - CHEM 1101K Introductory Chemistry 4 hrs
 - ISCI 1111K Integrated Science II 4 hrs
 - MSCI 1501K Introduction to Marine Biology 4 hrs
 - PHSC 1011K Physical Science I 4 hrs
 - PHYS 1111K Introductory Physics I 4 hrs

Area E – Social Science 12 hrs

- POLS 1101 American Government 3 hrs
3. Select one of the following:
 - HIST 2111 U.S. History to the Post-Civil War Period 3 hrs
 - HIST 2112 U.S. History from the Post-Civil War to Pre 3 hrs
 4. Select one of the following:
 - AFRS 2000 Introduction to Africana Studies 3 hrs
 - ANTH 1101 Introduction to Anthropology 3 hrs
 - ECON 2105 Principles of Macro Economics 3 hrs
 - **GEOG 1101 Introduction to Human Geography 3 hrs**
 - HIST 1111 World Hist to Early Modern Times 3 hrs
 - HIST 1112 World History Early Modern Times to Pres 3 hrs
 - POLS 2401 Global Issues 3 hrs
 - PSYC 1101 Intro to General Psychology 3 hrs
 - PSYC 2103 Human Growth & Development 3 hrs
 - SOCI 1101 Introduction to Sociology 3 hrs
 - SOCI 1160 Social Problems 3 hrs

Distinctive Courses in this Major

COMM 3110 Layout & Design 3hrs

This hands-on course introduces students to the concepts, theories and software for designing print and online publications including newspapers, magazines, social media and more. Students apply these theories in the development of multiple printed and online-based projects. The course reinforces concepts of data visualization through graphs and charts.

COMM 3401 Intro to PR & Strategic Communication 3hrs

An introduction to the role of public relations and advertising in our society, how “publics” and markets are determined and targeted, the different types of public relations fields, the use of public relations in image packaging, the use of advertising in selling goods and services, and the relationship of advertising agencies to advertisers and media.

COMM 4101 Strategic Communication Writing 3hrs

Principles and practices of planning, preparing, and writing effective advertising messages for newspapers, magazines, industrial publications, the trade press, radio, television, mail order, and billboards. Analysis and critique of current advertisements. Copy and product test in relation to markets.

COMM 4402 Strategic Campaign Principles 3hrs

Analysis of contemporary public relations and advertising issues. Development of public relations and advertising campaigns involving research, planning, preparation and presentation for various types of public relations and advertising organizations. Problem-solving and decision-making techniques.

COMM 4406 Strategic Campaign Production 3hrs

An intensive, hands-on course that stresses the production of professional quality public relations and advertising materials pre-approved or specified by the instructor. Students work in groups, but meet as a class with instructor for critiques. Focuses on products that meet professional standards in content, style, and quality.

COMM 4705 Media Ethics & Law 3hrs

Study of the laws affecting American media, including the concept of freedom of speech and press, federal regulatory agencies, libel, slander, copyright and invasion of privacy.

COMM 4902 Professional Media Internship 3hrs

A course open only to juniors and seniors majoring in mass communications; students work with various professional media in Savannah and other areas. Junior or Senior standing.

COMM 4106 Communications Practicum 3hrs

Intensive field and laboratory practice on video, audio, or print projects under faculty supervision.

Major Option I (Choose I)

- COMM 3101 Media Arts & Design
- COMM 3102 Photography for Multimedia
- COMM 3105 News Writing & Reporting
- COMM 3302 Speech for Multimedia
- COMM 4105 Opinion and Editorial Writing
- Special Topics - COMM 3106, 3951, 3952, 4950, 4951, 4952, 4953, 4954, 4955, 4956