

PUBLIC RELATIONS

REVISED 8/16

Completed	Course	Title	Prerequisites	Notes					
[6 units] Core Requirements: Take both of these courses									
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society	GE D.1	"C" required					
<input type="checkbox"/>	COMM 407	Communications Law	COMM 233, jr.						
[3 units] Core Elective: Select one of the following courses									
	COMM 300	Visual Communication	GE C.1 or C.2	"C" required					
	COMM 310	Mass Media Ethics	jr.						
	COMM 315	Mass Media and Ethnic Groups	COMM 233; jr.						
	COMM 333	Mass Media Effects	GE D.1, jr.						
	COMM 422	Communications Technologies	COMM 233						
	COMM 425	History and Philosophy of American Mass Communication	COMM 233, jr.						
	COMM 426	Global Media Systems	COMM 233; jr.						
	COMM 480	Persuasive Communications	COMM 233; jr.						
[3 units] Breadth Requirement: Take the following course									
<input type="checkbox"/>	COMM 410	Principles of Communications Research	COMM 233, jr. strongly advised to take as early as possible						
[15 units] Public Relations Concentration Requirements: Take all five of these courses									
Prerequisite Sequence (consult with an advisor)	COMM 101	&	COMM 361	→	COMM 362	→	COMM 464 or 474	&	COMM 495T
<input type="checkbox"/>	COMM 101	Writing for the Mass Media	ENGL 101						"C" required
<input type="checkbox"/>	COMM 361	Principles of Public Relations	jr.						"C" required
<input type="checkbox"/>	COMM 362	Public Relations Writing I [UDW]	COMM 101, 361, jr.						"C" required
<input type="checkbox"/>	COMM 464 OR COMM 474	Capstone: Public Relations Management (select one: 464 or 474) COMM 464: Capstone - Public Relations Management (formerly COMM 451B [through SP'15]) COMM 474: Capstone - ADV/PR/ETC Student Agency (formerly COMM 464A/451C [through SS'15]) (COMM 474: <i>Practical Advantage</i> : Irvine Campus student-run agency)	COMM 361, 362, jr.						"C" required
<input type="checkbox"/>	COMM 495T	Mass Media Internship information: http://communications.fullerton.edu/internship	COMM 361, 362; jr.; 2.25 GPA in 1) CSUF, 2) COMM, 3) CUM						"CR/NC" grading fall, spring, summer
[3 units] Writing Elective: Select one of the following courses									
	COMM 301	Writing for Broadcasting and Film [UDW]	ENGL 101						
	COMM 334	Feature Article Writing [UDW]	COMM 101						
	COMM 462	Public Relations Writing II [UDW]	COMM 362						
	COMM 471	Capstone - Daily Titan News [UDW]	COMM 201						
[6 units] Public Relations Electives: Select two courses, with at least one from Section A									
Section A elective: Take at least one course from this section; you may take two Section A courses in lieu of Section B									
	COMM 465	Entertainment Public Relations	COMM 346 or 361						
	COMM 466T	Current Topics in Public Relations (e.g., Health PR, PR in Higher Ed.)	COMM 346 or 350 or 361; jr.						
	COMM 468	Corporate and Nonprofit Public Relations	COMM 101, 361						
	COMM 469	Crisis Communications	COMM 346 or 361						
	COMM 470	International Public Relations	COMM 361						
	COMM 497T	Event Planning and Management fall section: Newport Beach Film Festival spring sections: 1) Comm Week and 2) Newport Beach Film Festival	COMM 346 or 350 or 361 or BUAD 301 (May be repeated once for non-major elective credit only)						
	Section B elective: Take no more than one course from this section; if you take two Section A courses, Section B is not required								
	COMM 317	Digital Foundations	GE C.1 or C.2						
	COMM 331	News Literacy	COMM 233						
	COMM 346	Introduction to Entertainment and Tourism Studies	jr.						
	COMM 350	Principles of Advertising	none						
	COMM 380	Interactive Media Design	COMM 317						
	COMM 434	Magazine Editing and Production (info: http://tuskmagazine.fullerton.edu)	COMM 201 & instructor consent	spring only					
	COMM 437	Advanced Magazine Writing [UDW]	COMM 334	fall only					
	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365						
[36 UNITS] 12 TOTAL COMMUNICATIONS COURSES									

- **COMM 466T:** may be repeated once (with a different topic) for non-major elective credit only | "jr.": junior standing (60+ units) | "sr.": senior standing (90+ units)
- **[UDW]:** at least one UDW course must be passed with a "C" or higher to satisfy the university's upper-division baccalaureate writing requirement
- **Student may need to be a declared communications major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online

[12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors are required to take 12 units (four courses) of supplementary, upper division courses in other departments. You may meet this requirement in ONE of the following ways:

Collateral Courses	Select four courses (12 units) from the list below of approved collaterals; select ANY four courses from ANY category. You may substitute other courses with advisor approval. You may be exempt from prerequisites with equivalent courses or with the consent of the instructor.
Minor/Double Major	Completion of a minor or double major in any OTHER department meets the collateral requirement. Consult the university catalog for minors and majors in other departments: http://catalog.fullerton.edu .
Hispanic Media Certificate	'Spanish for Hispanic Media' is a five course (15 units) professional certificate designed to improve the Spanish language skills of bilingual students and enhance their cultural competency of the U.S. Latino population. Completion of the certificate will satisfy the collateral requirement. For more information, contact Inez Gonzalez, Latino Communications Initiative (LCI) Director: igonzalet@fullerton.edu .

Collateral List: Select any four courses

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Collateral Courses Approved for the Public Relations Concentration

Course	Title	GE	Course	Title	GE
ART 323A/B	Graphic Design (ART 223A, B, C or equiv.)		MGMT 343	Human Resource Management	
ART 363A/B	Illustration (ART 103, 107A/B, 117; B requires A)		MKTG 351	Principles of Marketing	
BUAD 301	Advanced Business Communication (MCBE major)		MKTG 353	Marketing Information Technology	
ECON 410	Industrial Organization (BUAD 301, ECON 310)		POSC 309	Introduction to Metropolitan Politics	D.5
ENGL 360	Technical Writing		POSC 315	Politics and Policy Making in America (POSC 100)	D.5
FIN 320	Financial Management I		POSC 375	Law, Politics and Society (prereq.= GE D.1)	D.5
FIN 340	Introduction to Investments (FIN 320)		POSC 405	Campaigns and Elections (POSC 100)	
GEOG 370	Cities and Suburbs		PSYC 391	Industrial/Organizational Psychology (PSYC 101)	
HCOM 324	Communicating in Teams and Groups		PSYC 472	Community Psychology (PSYC 101, 341)	
HCOM 326	Organizational Communication Dynamics		CTVA 360	Radio and TV Programming	
HCOM 332	Processes of Social Influence		CTVA 365	Children's Television (prereq=GE D.1)	D.5
HCOM 334	Persuasive Speaking (HCOM 102)		CTVA 371	Contemporary American Film (prereq=GE C.1 or C.2)	
HCOM 420	Communication Theory (HCOM 200, 300 or 308)		SOCI 341	Social Interaction (SOCI 101)	E
MGMT 339	Principles of Management and Operations		SOCI 348	Collective Behavior (SOCI 101)	
MGMT 340	Organizational Behavior		SOCI 410	Theories of Social Behavior (SOCI 101)	

Collateral Courses Approved for ALL Concentrations (Including Public Relations)

AFAM 335	History of Racism	D.5/Z*	HCOM 333	Communication in Business and the Professions	
AMST 300	Introduction to American Popular Culture	D.5	PHIL 312	Business and Professional Ethics (jr.)	C.3 or E
AMST 301	American Character	D.5/Z*	POSC 300	Contemporary Issues in California Government & Politics	D.5
CPRL 400	Religion, Media and Contemporary Culture		POSC 448	Media and Politics (POSC 100)	
CPSC 313	The Computer Impact (jr.)	B.5	PSYC 351	Social Psychology (PSYC 101)	D.5
ENGL 301	Advanced College Writing (ENGL 101)		CTVA 300	Language of Film (prereq. = GE A.3)	
ENGL 303	The Structure of Modern English (jr.)		CTVA 350	Story Structure (ENGL 101)	
HCOM 320	Intercultural Communication	D.5/Z*	CTVA 480	Management in RTVF (prereq. = GE D.4)	
HCOM 325	Interviewing: Principles and Practices		SOCI 345	Sociology of Communication (SOCI 101)	

GE: denotes collaterals that double count with General Education categories (double-check current GE status for courses on Titan Online) | Prerequisites: these are indicated in parentheses ()

IMPORTANT ADVISING NOTES

- **DEGREE:** 36 comm major + 72 outside comm (GE and collateral/minor/double major courses count here) + 12 additional = 120 units (minimum). Up to 12 units (four courses) of additional 'COMM' courses may be taken to meet the '12 Additional Units to meet the 120-Unit Requirement' on the Titan Degree Audit (TDA). Students are strongly encouraged to choose additional COMM courses to further their professional media skills. To clarify remaining elective units, visit the College of Communications Advising and Student Success Center (CP-650-26).
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.00 ("C") or better in the major, as well as a "C" or better in 1) major courses that are prerequisites for other major courses taken, 2) one [UDW] course, and 3) courses noted as "C required" on the checklist; a "C minus [C-]" will not fulfill a "C required" designated course.
- **GRAD CHECK:** Grad check procedures and eligibility information: <http://www.fullerton.edu/admissions/CurrentStudent/Graduation.asp>
- **ACADEMIC ADVISEMENT:** Faculty Advisement: office hour flyers available in the communications department (CP-400); College of Communications Advising and Student Success Center (CP-650-26): walk-in advisement for GE, major, degree requirements, TDA reviews, university policies/procedures and grad check approvals: <http://communications.fullerton.edu/advising>.