

**PUBLIC RELATIONS**

REVISED 06/2025

Completed	Course	Title	Prerequisites	Notes
<b>[24 units] Communications Core Requirements</b>				
<b>Required Core Courses: Take all six of these courses (18 units)</b>				
<input type="checkbox"/>	COMM 233	Mass Communication in Modern Society (GE 4.A)	none	"C" required
<input type="checkbox"/>	COMM 101	Writing for Mass Media	(Take COMM 101 as early as possible)	ENGL 101 (GE 1.A)
<input type="checkbox"/>	COMM 317	Digital Foundations		GE 3.A or 3.B
<input type="checkbox"/>	COMM 407	Communications Law		COMM 233; jr.
<input type="checkbox"/>	COMM 410	Principles of Communication Research		COMM 233; jr.
<b>Internship Course (part of the "Required Core" courses): Take the following course (start planning 6-12 months ahead)</b>				
<input type="checkbox"/>	COMM 495T	Mass Media Internship ( <a href="http://communications.fullerton.edu/internship">http://communications.fullerton.edu/internship</a> ) (Mandatory Internship Orientation required prior to enrollment; RSVP via website)	COMM 361, 362; jr.; 2.25 GPAs: CSUF, major, CUM   "CR/NC" grading	repeatable once for non-major elec. credit (6 unit limit: total intern. units)
<b>Core Elective: Select two of the following courses (6 units)</b>				
<input type="checkbox"/>	COMM 300	Visual Communication (UD GE 3.U)	GE 3.A or 3.B	"C" required
<input type="checkbox"/>	COMM 310	Mass Media Ethics	jr.	
<input type="checkbox"/>	COMM 315	Mass Media and Diversity (UD GE 4.U/Z*, if taken F'20 or later)	GE 4.A or COMM 233	
<input type="checkbox"/>	COMM 328	Global Media (formerly COMM 426, 'Global Media Systems' prior to F'24)	jr.	
<input type="checkbox"/>	COMM 333	Mass Media Effects (UD GE 4.U)	GE 4.A	
<input type="checkbox"/>	COMM 339	Politics in the Mediasphere	none	
<input type="checkbox"/>	COMM 380	Interactive Media Design	COMM 317	
<input type="checkbox"/>	COMM 422	Communications Technologies	COMM 233	
<input type="checkbox"/>	COMM 480	Persuasive Communications	COMM 233; jr.	
<b>[21 units] Public Relations Concentration Requirements</b>				
<b>Required Concentration Courses: Take both of these courses (6 units)</b>				
<b>Principles Course: Take COMM 361 as early as possible (if you are a sophomore or junior)</b>				
<input type="checkbox"/>	COMM 361	Principles and Ethics of Public Relations	GE 4.A (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	"C" required
<b>Other Required Concentration Course: Take COMM 362 as soon as possible (after completing the COMM 101 &amp; COMM 361 prerequisites)</b>				
<input type="checkbox"/>	COMM 362	Public Relations Writing [UDW]	COMM 101 and 361	"C" required
<b>Capstone Course: Select one of the following courses (3 units)</b>				
<input type="checkbox"/>	COMM 464	COMM 464: Capstone - Public Relations Management	COMM 464: COMM 361, 362; jr.	"C-" required
	OR	COMM 474: Capstone - ADV/PR/ETC Student Agency (Practical ADvantage student-run agency open to ADV & PR & ETC students who meet the prereqs!)	COMM 474: COMM 346 or 350 or 361 and 351 or 362;	"C-" required
				repeatable once for non-major elective credit
<b>Writing Elective: Select one of the following courses (3 units)</b>				
<input type="checkbox"/>	COMM 301	Writing for the Entertainment Industry [UDW]	ENGL 101   (formerly 'Writing for Broadcasting and Film' prior to F'25)	
<input type="checkbox"/>	COMM 334	Feature Article Writing [UDW]	COMM 101	
<input type="checkbox"/>	COMM 462	Public Relations Writing II [UDW]	COMM 362	
<input type="checkbox"/>	COMM 471	Capstone - Daily Titan News [UDW] ( <a href="http://dailyytitan.com/">http://dailyytitan.com/</a> )	COMM 325 or 372	
<b>Public Relations Electives: Select three of the following courses, with at least one chosen from Section A, one chosen from from Section B* (*See "NOTE"), and one chosen from Section A or B (9 units)</b>				
<b>Section A elective: Take at least one course from this section; you may take three Section A courses in lieu of Section B* (*See "NOTE" under "Section B")</b>				
<input type="checkbox"/>	COMM 465	Entertainment Public Relations	COMM 346 or 361	
<input type="checkbox"/>	COMM 466T	Current Topics in Public Relations (topics vary [e.g., social media, mindfulness])	COMM 346 or 350 or 361	repeatable once w/diff. topic for non-mjr credit
<input type="checkbox"/>	COMM 468	Corporate and Nonprofit Public Relations	COMM 101 and 361	
<input type="checkbox"/>	COMM 469	Crisis Communications	COMM 233 or BUAD 201; jr.	
<input type="checkbox"/>	COMM 470	International Public Relations	COMM 361	
<input type="checkbox"/>	COMM 497T	Event Planning and Management	COMM 346 or 350 or 361 or BUAD 301	repeatable once with same fall sections: Newport Beach Film Fest; spring sections: Comm Week, Newport Beach Film Fest, Full. Arboretum or different topic
<b>Section B elective: Take at least one course from this section; however, if you take three Section A courses, Section B is not required*</b>				
<b>*NOTE: Fall 2025 catalog year TDAs show that one "Section B" elective is required; however, students may take three Section A electives and none in Section B. Contact the College of Communications Student Success Center for assistance updating your TDA if you take three Section A electives.</b>				
<input type="checkbox"/>	COMM 331	News Literacy	COMM 233	
<input type="checkbox"/>	COMM 346	Principles of Entertainment and Tourism Communications	GE 4.A (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	
<input type="checkbox"/>	COMM 350	Principles of Advertising	GE 4.A (all mtrs) and pre- or co-req.: COMM 233 or 317 (COMM mtrs)	
<input type="checkbox"/>	COMM 434	Magazine Editing and Production	COMM 201 or 362	repeatable once (as of F'25)
<input type="checkbox"/>	COMM 437	Advanced Magazine Writing (*course is on hiatus; check schedule*)	COMM 334 + instructor consent	
<input type="checkbox"/>	COMM 446	Entertainment and Society	COMM 346 or 350 or 361 or MGMT 365	
<b>[ = 45 units] 15 Total Communications Courses</b>				
<b>[120 units] Minimum Units Required for the B.A. Degree</b>				
In addition to the major, GE and collateral requirements, free electives to earn 120 units may be required. Review your TDA and visit the College of Communications Student Success Center [CP-210; <a href="http://communications.fullerton.edu/advising/">http://communications.fullerton.edu/advising/</a> ] to confirm unit requirements for graduation and TDA accuracy.				

## [12 units] COLLATERAL REQUIREMENT

To enhance learning, all communications majors must complete at least 12 units of supplementary, upper-division courses.

You may complete this 'collateral requirement' in ONE of the following ways:

- **Option 1: Collateral Courses:** Select four courses (12 units) from the below list of approved collateral courses; select ANY four courses from ANY category
- **Option 2: Minor or Double Major:** Completion of a minor or double major in any OTHER department (COMM majors cannot minor in advertising, journalism or PR)
- **Option 3: Certificate:** Completion of one of these certificates: 1) Digital Communications Media; 2) Photocommunications; 3) Radio-Audio; 4) Sports Media

### Option 1: Collateral Courses: Select any four courses

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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**'GE' column:** courses that double-count with GE reqs. (subject to change; check GE statuses: <https://www.fullerton.edu/general-education/student-info/approved-courses.html#box2>)

**Prerequisites:** these are indicated in parentheses ( ) next to the course title (subject to change; double-check [Titan Online class schedule](#) for currently enforced prerequisites)

#### Collateral Courses Approved for the Public Relations Concentration

Course	Title	GE	Course	Title	GE
AMST 409	Consumer Culture (prereq.: GE 4.B [Amer. Hist.])		MKTG 351	Principles of Marketing (jr. stdndg for non-business mjrs)	
AMST 451	Fashion and American Culture (prereq.: GE 4.B [Am. Hist.], POSC 100 or HONR 201B)		MKTG 353	Marketing Information Technology (MKTG 351 for non-business mjrs)	
CTVA 360	Programming (prereq.: GE 4.B [Am. Hist.])		MKTG 370	Consumer Behavior (MKTG 351 pre- or co-req. for non-business mjrs)	
CTVA 365	Children's Television (prereq.: GE 4.A)	UD GE 4.U	MKTG 379	Marketing Research Methods (MKTG 351 for non-business mjrs)	
ECON 410	Industrial Organization (ECON 310 or 315)		MKTG 430	Sports Marketing (MKTG 351)	
ENGL 360	Technical Writing		MKTG 445	Global Marketing (MKTG 351)	
FIN 320	Financial Management I (ACCT 201A; non-business mjrs.: GE 1.A and 1.B)		MKTG 462	Marketing for Entrepreneurs (MKTG 351)	
FIN 340	Introduction to Investments (co-req.: FIN 321)		MKTG 485	Multicultural Marketing (MKTG 351; sr. stdndg)	
GEOG 361	Cities and Suburbs		POSC 309	Introduction to Local Government (POSC 100 or HONR 201B)	UD GE 4.U
HCOM 326	Organizational Communication Dynamics		POSC 315	Introduction to Public Policy (prereq.: GE 4.A and POSC 100)	UD GE 4.U
HCOM 332	Processes of Social Influence		POSC 375	Law, Politics and Society (prereq.: GE 4.A and POSC 100)	UD GE 4.U
HCOM 420	Communication Theory (HCOM 304)		POSC 405	Campaigns and Elections (POSC 100 or HONR 201B)	
MGMT 339	Managing Operations (business major/minor-only co-reqs)		PSYC 391	Industrial/Organizational Psychology (PSYC 101)	
MGMT 340	Organizational Behavior (business major/minor-only co-reqs)		SOCI 341	Social Interaction (prereq.: GE 4.A)	
MGMT 343	Human Resource Management (BUAD 210 w/a C for non-business mjrs)		SOCI 348	Social Movements (formerly 'Collective Behavior') (SOCI 101)	
MGMT 365	Entertainment Business (BUAD 210 or MGMT 246 for non-business mjrs)		SOCI 410	Theories of Social Behavior (SOCI 101 or jr. standing)	
MGMT 432	Staffing (business majors only)				

#### Additional Collateral Courses Approved for ALL Concentrations (Including Public Relations)

AFAM 335	History of Racism (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 313	Interpersonal Communication Theory	
AMST 300	Introduction to American Popular Culture (prereq.: GE 4.A)	UD GE 4.U	HCOM 320	Intercultural Communication	UD GE 4.U/Z*
AMST 301	American Experiences [was 'American Character'] (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 321	Latina/o Intercultural Communication (HCOM 100 or 102)	
AMST 324	American Immigrant Cultures (prereq.: 3.A or 3.B)	If taken F'20-later: UD GE 3.U/Z*	HCOM 324	Communicating in Teams and Groups	
AMST 345	The American Dream (prereq: GE 3.A or 3.B)	If taken F'21-later: UD GE 3.U/Z*	HCOM 325	Interviewing: Principles and Practices	
AMST 395	California Cultures (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 332	Processes of Social Influence	
ASAM/PSYC 346	Asian American Psychology (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 333	Communication in Business and the Professions	
ASAM 360	Multiple Heritage Asian American & Pac Islanders (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM 334	Persuasive Speaking (HCOM 100 or 102)	
CHIC 303	Chicano/Mexican Cultures (prereq.: GE 4.A)	UD GE 4.U/Z*	HCOM/LING 360	Nonverbal Communication (HCOM 100 or LING 106)	
CPSC 313	The Computer Impact (prereq.: GE 2.A & jr.) offered summers only	UD GE 2.U	KNES/PUBH 342	Stress Management (sophomore standing or above)	
CTVA 300	Language of Film		PHIL 312	Business and Professional Ethics (jr. standing)	UD GE 3.U
CTVA 301	Critical Studies: Cinema		POSC 300	California Government and Politics (POSC 100 or HONR 201B)	UD GE 4.U
CTVA 302	Critical Studies: Television		POSC 448	Media and Politics (POSC 100 or HONR 201B)	
CTVA 350	Story Structure (ENGL 101)		POSC/GSS 485	Women, Gender and Politics (POSC 100 or HONR 201B)	UD GE 4.U
CTVA 362	Media Literacy (prereq.: GE 3.A or 3.B)		PSYC 351	Social Psychology (PSYC 101)	UD GE 4.U
CTVA 480	Management in CTVA (CTVA 100)		PUBH 325	Consumer Health (prereq.: non-frosh and GE 1.A or 1.C)	
ENGL 301	Advanced College Writing (ENGL 101)		RLST 400	Religion, Media & Contemp. Culture (AMST 201, COMM 233, HIST 180, RLST 105 or 110)	
ENGL 303	The Structure of Modern English		SOCI 345	Sociology of Communication (prereq.: GE 4.A)	
FIN 310	Personal Financial Management (prereq.: GE 2.A) If taken F'18 or later: UD GE 2.U		SPAN 303	Writing for Hispanic Media (SPAN 301)	
GSS 420	Queer Theory (prereq.: GE 3.B or 4.U) [was 'WGST' 320 before F'25]		SPAN 405	Spanish Editorial Convergence Model (SPAN 301)	

#### IMPORTANT ADVISING NOTES

- "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.
- **COMM major and collateral courses that are approved GE courses may "double-count" to fulfill both requirements** (you will not earn double the units, however).
- **COMM courses may NOT double-count toward COMM major and COMM certificate requirements;** consult with a College of Communications Student Success Center advisor.
- **Student may need to be a declared COMM major to enroll in select COMM courses:** check the "Enrollment Requirements" description in the course details on Titan Online.
- **"C" REQUIREMENT:** Students must earn an overall GPA of 2.0 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.
- **GE and Major Academic Advisement:** [College of Communications Student Success Center](#) (CP-210): professional staff academic advisement for GE, major, overall degree requirements; TDA reviews, class registration assistance/permits, university policies, academic notice holds, graduation check approvals. For hours of operation, visit <http://communications.fullerton.edu/advising/>. Faculty Advisement: faculty office hours available [online](#) and in the [communications department](#) (CP-400).