



BACHELOR OF ARTS IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)

The 4-year plan below is for guidance only. Always review your individual check sheet for your degree requirements and progress. For full course descriptions, see the [RMU Course Catalog](#). For more information, contact:

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BACHELOR OF ARTS (BA) IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)

4-Year Guided Curriculum

| FALL | | Semester 1 | | YEAR 1 | | SPRING | | Semester 2 | |
|---------------|----------------|--|---|--------|---------------|---------------|--|------------|--|
| COMM | 1500 | Ethics, Technology and Culture | 3 | YEAR 1 | COMM; or COMM | 2015; or 2000 | Fundamentals of Advertising; or Foundations in PR | 3 | |
| CSEN; or CSEN | 1010; or 1020 | RMU core course 1: Reading & Writing Strategies; or Argument & Research (Honors section: CSHR2050) | 3 | | COMM | 2030 | Communication Theory | 3 | |
| PSYC | 1010 | RMU core course 2: General Psychology | 3 | | SOCI; or SOCI | 1010; or 1020 | RMU core course 5: Principles of Sociology; or Contemporary American Social Problems | 3 | |
| HUMA | 1010 | RMU core course 3: Humanities: Art/Music | 3 | | CSEN; or CSCM | 1020; or 1030 | RMU core course 6: Argument & Research (Honors section: CSHR1020); or Public Speaking & Persuasion (Honors section: CSHR1030) | 3 | |
| MATH; or STAT | 1050; or 2110 | RMU core course 4: Math Reasoning; or Statistics | 3 | | INFS | 1020 | RMU core course 7: Intro to Decision Support Systems | 3 | |
| FYSP | 1000 | First Year Studies Seminar | 1 | | | | | | |
| FALL | | Semester 3 | | | YEAR 2 | SPRING | Semester 4 | | |
| COMM; or COMM | 2000; or 2015 | Foundations in PR; or Fundamentals of Advertising | 3 | YEAR 2 | COMM | 3301 | Writing for Advertising and PR | 3 | |
| HIST; or POLS | _____; or 1020 | RMU core course 8: History Elective; or American National Government | 3 | | PRAD | _____ | PRAD Elective 1: One 3000-level course | 3 | |
| CSCM; or CSCM | 1030; or 2040 | RMU core course 9: Public Speaking & Persuasion (Honors section: CSHR1030); or Professional Comm in Workplace (Honors section: CSHR2040) | 3 | | ARTM | _____ | Interdisciplinary required course | 3 | |
| ENGL | _____ | RMU core course 10: Literature Elective | 3 | | _____ | _____ | RMU core course 11: Natural Science Elective | 3 | |
| _____ | _____ | Open Elective | 3 | | CSCM; or CSCM | 2040; or 2050 | RMU core course 12: Professional Communication in Workplace (Honors section: CSHR2040); or Intercultural Communications (Honors section: CSHR2050) | 3 | |
| FALL | | Semester 5 | | | YEAR 3 | SPRING | Semester 6 | | |
| COMM | 2900 | Research Methods in Comm | 3 | YEAR 3 | PRAD | 3800 | Research in Public Relations and Advertising | 3 | |
| PRAD | 2800 | Creative Thinking & Strategies | 3 | | PRAD | _____ | PRAD Elective 4 | 3 | |
| PRAD | _____ | PRAD Elective 2: One 3000-level course | 3 | | PRAD | _____ | PRAD Elective 5 | 3 | |
| PRAD | _____ | PRAD Elective 3: One 3000-level course | 3 | | _____ | _____ | Open Elective | 3 | |
| ECON | 1010 | RMU core course 13: Survey of Economics | 3 | | _____ | _____ | Open Elective | 3 | |
| FALL | | Semester 7 | | | YEAR 4 | SPRING | Semester 8 | | |
| _____ | _____ | Open Elective | 3 | YEAR 4 | PRAD | 4800 | Integrated Media Campaigns | 3 | |
| PRAD | _____ | PRAD Elective 6 | 3 | | _____ | _____ | Open Elective | 3 | |
| _____ | _____ | Open Elective | 3 | | _____ | _____ | Open Elective | 3 | |
| _____ | _____ | Open Elective | 3 | | _____ | _____ | Open Elective | 3 | |
| _____ | _____ | Open Elective | 3 | | _____ | _____ | Open Elective/PRAD Internship | 3 | |

A minimum grade of "C" is required for courses in the major.

A cumulative GPA of 2.00 or higher is required for graduation.