



## 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		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		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		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		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.