

Concord University
Bachelor of Arts in Communication Arts – Public Relations Emphasis
Registrar's Office Official Document

Name: _____

2018-2019 Catalog

120 hours minimum for graduation with a 2.00 average overall
 56 hours from a four-year institution

Course	Title	CR	GR	QP
Written and Oral Communications (9 credit hours) Select one course from BGEN 205 or COMM 101				
ENGL 101	Composition & Rhetoric I	3		
ENGL 102	Composition & Rhetoric II	3		
		3		
Literature and Humanities (6 credit hours) Select one (1) course from Literature and one (1) course from History and Philosophy. *May be repeated for 3 credit hours.				
	ENGL 203, 204, *2201, *2202, *2203, *2204 or *2205	3		
	HIST 101, 102, 203, 204, PHIL 101, 102, 210, 316, or 361	3		
Fine Arts– (3 credit hours) Select one (1) course from the following:				
	ART 101, 103, 105, 106, 204, 205, 216, 303, 304, 308, MUS 101, *451, *453A, or THEA 102	3		
Social and Behavioral Sciences (9 credit hours) Select one (1) course from three different categories.				
	Category 1 - Business and Professional Studies BGEN 105, ECON 201, ECON 202, FIN 200, RTM 100 or SOWK 161	3		
	Category 2 - Geography GEOG 101, 255 or 321	3		
	Category 3 - Political Science POSC 101, 104, or 202	3		
	Category 4 - Psychology PSY 101 or 200			
	Category 5 – Sociology SOC 101, 201, or 301			
Natural Sciences (7-8 credit hours) Select one (1) course from two different categories.				
	Category 1-Biological Science BIOL 101, 102 or 103	4		
	Category 2-Earth & Space Science GEOL 101, GEOL 150, GEOG 200, PHSC 104, or PHYS 105	3-4		
	Category 3-Physical Science CHEM 100, CHEM 101/111, PHSC 103, PHYS 101, or PHYS 201			
Mathematics (3 credit hours) Select one (1) Mathematics course numbered 100 or higher.				
		3		
Physical Wellness (2 credit hours) Select one or more courses listed below for a total of at least two hours.				
	H ED 120, 304, P ED 101M, 117, 118, or RTM 220	2		
Modern/Classical Language – (Optional 6 credit hours) Select two courses within the same Modern/Classical Language for substitution purposes.				
	May not substitute Modern Language for ENGL 101, ENGL 102, the 3 hour Mathematics requirement or the 4-hour lab science requirement.			

Communication Arts Core Requirements				
Foundations Courses				
COMM 201	Advanced Public Speaking	3		
COMM 204	Interpersonal Communication	3		
JOUR 221	Fundamentals of Journalistic Writing	3		
Theory Courses				
	Three courses from the following: COMM 249, Intro to Public Relations COMM 269, Organizational Comm. COMM 301, Persuasion MCOM 142, Intro. to Mass Comm. THEA 316, Acting I	3		
	Broadcast Meteorology must take MCOM 142.	3		
Capstone Experience				
COMM 460 OR GEOG 465	Communication Capstone Experience OR Geography Capstone	3		
Public Relations Emphasis (2.50 GPA required)				
ART 106	Basic Computer Graphics	3		
ART 222	Basic Production Techniques	3		
COMM 315	Integrated Strategic Communication	3		
COMM 349	Public Relations Writing	3		
COMM 359	Communication Law	3		
COMM 435	Public Relations Cases	3		
	*Four (4) credit hours from the following: COMM 260 Prac: Public Relations Workshop JOUR 260 Prac: Concordian MCOM 260 Prac: WVCU Radio MCOM 260 Prac: Mt. Lion Television	1 1 1 1		
	Three courses from the following: ART 216A, Photography I COMM 209, Argumentation COMM 304, Intercultural Comm. COMM 411, Rhetorical Theory COMM 420, Special Projects COMM 422, Rhetorical Criticism COMM 470, Comm. Research MKT 305, Principles of Marketing MKT 316, Advert. & Sales Promo. THEA 311, Voice & Interpretation	3 3 3		
	Or Any/all remaining Communication Arts Core Theory courses			

*It is recommended that students have MCOM 140 and 141 prior to MCOM 260; COMM 349 prior to COMM 260; and JOUR 211 prior to JOUR 260.

RESIDENCE CREDIT:

36 hours at Concord; 16 of last 32 hours at Concord
 Note: In some degree programs, this is prior to entering professional training.
 9 hours in Major, Teaching Fields