

Prior to the IPR internship

- Completion of 56 credit hours
- All core courses completed except 500 level
- C or higher in all IPR courses completed
- Written approval of internship coordinator

ADVISING WORKSHEET

Integrative Public Relations Major, B.A.A., B.S., B.A. degrees

A grade of C or better in each course in the major including electives and a minimum 2.5 GPA overall in the major is required.

*Denotes courses with prerequisites

Required Courses I (37 hours)

<u>Designator</u>	<u>Hours</u>	<u>Course Name</u>	<u>Semester Completed</u>
IPR 101	(1)	Foundations of Integrative Public Relations	_____
BCA 311WI*	(3)	Electronic Media Copywriting <i>Prerequisites: ENG 101, or ENG 103/193, or ELI 198 or ENG 201 (B or better), or BCA 211 (C or better)</i>	_____
BCA 512*	(3)	Electronic Media Promotion <i>Pre/Co-requisite: BCA 311, limited to juniors or above.</i>	_____
COM 511*	(3)	Crisis Communication <i>Prerequisites: JRN 350, 369 (C or better), completion of 56 credit hours</i>	_____
JRN 202WI*	(3)	Writing for the Mass Media <i>Prerequisites: ENG 101 (C or better)</i>	_____
JRN 302	(3)	Introduction to Graphics and Visual Communication	_____
JRN 350	(3)	Public Relations Principles and Practices	_____
JRN 369*	(3)	Advertising and Public Relations Research <i>Prerequisites: JRN 350</i>	_____
JRN 450WI*	(3)	Public Relations Writing <i>Prerequisites: JRN 202, JRN 350</i>	_____
JRN 551WI*	(3)	Case Studies in Public Relations <i>Prerequisites: JRN 350, JRN 369, JRN 450</i>	_____
JRN 556*	(3)	Public Relations Seminar <i>Prerequisites: JRN 350, JRN 450, JRN 551</i>	_____
IPR 555*	(6)	Public Relations Internship <i>Prerequisites: IPR majors only, written approval of internship coordinator, completion of 56 credit hours, all core courses completed except 500 level and C or higher in all IPR courses taken thus far.</i>	_____

Required Courses II (3 hours)

COM 264	(3)	Organizational Communication	_____
COM 365	(3)	Persuasion and Social Influence	_____

Electives (21 hours)

Electives I (6 hours) – Organizational Communication

COM 195	(3)	Intercultural Communication	_____
COM 352	(3)	Communication and Social Influence	_____
COM 353	(3)	Small Group Communication	_____
COM 357	(3)	Public Speaking <i>This course fulfills Oral English competency requirement.</i>	_____
COM 363	(3)	Principles and Types of Interviewing	_____
COM 560*	(3)	Communication and Social/Organizational Change <i>Prerequisites waived for IPR majors</i>	_____
COM 561*	(3)	Communication in Conflict Management <i>Prerequisites waived for IPR majors</i>	_____

Electives II (6 hours) – Broadcasting

BCA 211WI*	(3)	Introduction to Writing for Electronic Media <i>Prerequisites: ENG 101, ENG 103/193, ELI 198 or ENG 201 (C or better)</i>	_____
BCA 223	(3)	Video Production	_____
BCA 265QR	(3)	Understanding Media Measurement <i>This course fulfills Quantitative Reasoning competency requirement, and University Program III-B</i>	_____
BCA 317*	(3)	Electronic Media Performance <i>Prerequisites: BCA 211 or BCA 311 or JRN 202 (C or better)</i>	_____
BCA 318WI*	(3)	Electronic Media Newswriting <i>Prerequisites: ENG 101, or ENG 103/193, or ELI 198 or ENG 201 (B or better), or BCA 211 (C or better)</i>	_____
BCA 332*	(3)	Online Electronic Media <i>Prerequisites: 26 completed credit hours</i>	_____
BCA 511*	(3)	Electronic Media Sales <i>Prerequisites: BCA 265, limited to juniors or above</i>	_____

Electives III (3 hours) - Business and Management

BIS 260WI*	(3)	Global Business Communication <i>Prerequisite: ENG 101, or ENG 103/193, or ELI 198 (C or better)</i>	_____
BLR 202	(3)	Legal Environment of Business <i>Fulfills University Program III-B</i>	_____
ENT 210	(3)	Accounting Concepts for Entrepreneurs	_____
ENT 213	(3)	Economics for Entrepreneurs	_____
MGT 210	(3)	Effective Supervision: Principles and Practices	_____
MGT 310*	(3)	Small Business Management <i>Prerequisites: 56 semester hours completed</i>	_____

Electives IV (3 hours) - Integrated Marketing

ENT 221	(3)	Marketing Strategies for Entrepreneurs	_____
JRN 360	(3)	Advertising Principles	_____
MKT 300*	(3)	Introduction to Marketing <i>Prerequisite: 56 semester hours completed</i>	_____
MKT 340*	(3)	Personal Selling <i>Prerequisite: 30 semester hours completed</i>	_____
PSC 327	(3)	Lobbying and Interest Group Behavior	_____
PSY 337*	(3)	Psychology of Advertising <i>Prerequisite: PSY 100</i>	_____

Electives V (3 hours) Social Media and Multi-media

ART 125	(3)	Digital Design	_____
ART 231	(3)	Introduction to Graphic Design	_____
BIS 308	(3)	Visual Business Communication and Digital Media	_____
BIS 327*	(3)	Web Site Development <i>Prerequisite: 56 semester hours completed</i>	_____
CPS 282	(3)	Introduction to Multimedia Design	_____
ENT 300*	(3)	Digital Entrepreneurship <i>Prerequisite: 56 semester hours completed</i>	_____
JRN 339*	(3)	Social Media: Reputation, Image and Interaction <i>Prerequisites: JRN 202</i>	_____
JRN 340*	(3)	Introduction to Digital Journalism <i>Prerequisite: JRN 202 (C or better)</i>	_____
JRN 375*	(3)	Digital and Social Media Analytics <i>Prerequisite: 30 hours of university credit</i>	_____

TOTAL: 61 semester hours