

Major Course Requirements

A minimum of 72 hours (49 upper-division hours)

► **Required Core Courses (23 hours):**

COMM 134	Mass Media Communication	3
COMM 223	Interpersonal Communication*	3
COMM 226	Public Speaking*	3
COMM 330	Intercultural Communication I	3
COMM 424	Communication Research I	2
COMM 425	Communication Research II	2
COMM 450	Senior Seminar in Communication Disciplines	2
JOUR 141	Newswriting and Reporting	3
JOUR 244	Copyediting	2

► **Emphasis (49 hours):**

COMM 328	Small Group Communication	3
COMM 329	Organizational Communication	3
COMM 340	Visual Communication & Semiotics	3
COMM 423	Communication Theory	2
JOUR 434	Media Law and Ethics	3
PREL 231	Public Relations I: Introduction	3
PREL 232	Public Relations II: Applications and Crises	3
PREL 337	Fundraising for Non-Profits	3
PREL 339	Public Relations III: Campaigns and Practices	3
PREL 350	Promotional Writing for the Media	3
PREL 494	Public Relations Internship	3

At least one of the following courses: 3

COMM 426	Argumentation (3)	
COMM 427	Persuasive Communication (3)	

At least 6 hours from the following: 6

Additional upper-division COMM, PREL, or JOUR courses

Cognate Courses:

ARTD 253	Publication Technology	3
RELT 330	The Christian and the Media	2

At least one of the following courses: 3-4

MKTG 351	Marketing (4)	
MKTG 360	Consumer Behavior (3)	
MKTG 374	Advertising (3)	

Typing Proficiency

Typing skill is essential for an emphasis in public relations. If you are deficient in this area, you should take OFAD 111 during the first quarter of your freshman year.

* This major fulfills the following G.E. requirements:
 Oral Communication: Fulfilled by COMM 226
 Practical and Applied Arts: Area 4 fulfilled by COMM 223.

Student Learning Outcomes

Students can:

- Recognize and practice the elements of competent communication with diverse others.
- Research, analyze, organize, and deliver presentations designed to inform, to persuade, and to entertain through a variety of contexts (i.e. written expression, the public venue, and the mass media).
- Analyze and interpret the structure and process of contemporary mass communication.
- Demonstrate competency in systematic inquiry (the process of asking questions, systematically attempting to answer them, and understanding the limitations of the conclusion reached).
- Recognize, analyze and practice ethical communication from a Christian worldview.
- Demonstrate proficiency in writing for a variety of media contexts (i.e. news, promotional, advertising).
- Analyze an organization in order to design appropriate strategies for marketing communications, fundraising, and crisis management.
- Develop and demonstrate the skills necessary to represent an organization to the mass media.

Occupational Information

What can I do with this major?

Public relations specialists are needed in every industry, from healthcare and education to media and nonprofit organizations. Increasingly, businesses are combining their PR and marketing departments to provide a more unified approach to marketing communications and promotional strategies. Public relations graduates have entered varying fields including law, medicine, journalism, marketing, and education.

Additional Education Required?

The degree is an entry-level one that does not require additional training to be successful in the field. However, many graduates have entered graduate programs in pre-professional areas, business, and writing, depending on their career goals and interests.

Public Sector vs. Denominational

Opportunities are available in both the public sector and denominational employment. Employers seek graduates with communication or public relations degrees for positions such as writers, editors, communication directors, and marketing executives.

Job Outlook

The outlook is excellent in the communication and public relations field, as businesses seek to better manage their internal/external communication, enhance and build their reputation, and create lasting relationships with their audiences.

General Education Requirements

To view general education requirements for this major, please refer to page A-01, Summary of General Education Requirements: BA-BS degree.

How to Construct Your Own Program

1. Counsel with your advisor.
2. Consider your aptitudes, interests, and available courses.
3. Schedule major courses and cognates first.
4. Fill the rest of your schedule with G.E. requirements.
5. For the freshman year include English, Religion, and PE courses. Also include Introductory & Intermediate Algebra unless waived by previous work.

What the Degree Includes

- A total of 192 quarter hours including:
1. A minimum of 60 upper division hours.
 2. General Education requirements.
 3. Major requirements.
 4. Minimum 2.0 GPA, overall and major.

For More Information

Michelle Rai, department chair
 mrai@puc.edu
 707-965-7175
 www.puc.edu/communication

Sample Four-Year Program

This sample curriculum is designed to show you how a program may be constructed and to help you select a proper sequence of courses in the major. It is not likely that these courses can always be taken in the order given. Your advisor will help you design a personalized program of studies.

First Year	F	W	S
Mass Media Communication	3	-	-
Major Electives*	-	3	-
Public Speaking	-	-	3
College English	-	4	4
Religion	3	-	3
Exercise Science	-	1	1
Newswriting & Reporting	-	-	3
Copyediting	-	2	-
General Ed/Electives	10	6	2
	16	16	16

Second Year	F	W	S
Oral Interpretation	-	3	-
Interpersonal Communication	3	-	-
Public Relations I: Intro	-	3	-
Public Relations II: Crises	-	-	3
General Ed/Electives	13	10	13
	16	16	16

Third and Fourth Years	F	W	S
Major Electives*	3	3	-
Public Relations III: Campaigns	3	-	-
Small Group Communication	-	-	3
Intercultural Communication	-	3	-
Communication Theory	-	2	-
Communication Research I	-	2	-
Communication Research II	-	-	2
Persuasive Comm or Argumentation	-	-	3
Senior Seminar in Comm. Disciplines	-	2	-
Organizational Communication	3	-	-
Visual Communication & Semiotics	-	-	3
Internship	-	-	3
Media Law & Ethics	3	-	-
Fundraising for Non-Profits	-	-	3
Promotional Writing for the Media	-	3	-
General Ed/Electives	20	17	15
	32	32	32

* Recommended Major Electives: Any course designated COMM or JOUR.