

Public Relations SPCM Major  
from the 2005-2006 Undergraduate Catalog

**Bachelor of Science Degree in Speech Communication, College of Liberal Arts**

SPEECH COMMUNICATION MAJOR

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| <i>University Core Curriculum Requirements</i> .....   | 41    |
| <i>College of Liberal Arts Academic Requirements</i> (See Chapter 4) .....   | 8-11  |
| Includes: one year of foreign language and two writing intensive courses chosen from those listed in the required curriculum specializations below.  |       |
| <i>Requirements for Major in Speech Communication</i> .....  | 42-45 |
| Required Core Courses .....  | 9     |
| Communication theory: 230  |       |
| Communication skills: 3 hours of public communication selected from 221, 325, 326 or 370; and 3 hours of interpersonal communication selected from 261, 262, 371 or 383.   |       |
| Required Curriculum Specialization (see below) .....   | 33-39 |
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| <i>Public Relations Specialization</i> .....   | 33-39 |
| For students interested in public relations: the study of internal and/or external communication between an organization or client and its publics. Includes media relations, writing for mass media, research, case studies, and planning of communication campaigns. |       |
| Required: 280, 281, 326, 381, 382, 481, Journalism 310 and 335, Journalism 311 or 302, three hours of Speech Communication 390h or 494h, six hours from Journalism, Radio-Television or Speech Communication 390, 490, 493, and 494.                                   |       |
| Minor or cognate study in related areas: Fifteen hours in a single department or related field of study beyond the University Core Curriculum and required courses. Cognate study must be approved by a member of the Public Relations Faculty.                        |       |
| <i>Electives</i> .....   | 10-26 |
| (Electives for majors specializing in Public Relations include 15 hours of coursework in a minor or cognate study in a related area.)  |       |
| <i>Total</i> .....   | 120   |