

## PUBLIC RELATIONS AND CORPORATE COMMUNICATIONS

Name: \_\_\_\_\_

College ID Number: \_\_\_\_\_

Date of Matriculation: \_\_\_\_\_

Email: \_\_\_\_\_

Course	Credit	Grade	If transfer, from where?
PR 111 Introduction to Public Relations	3	_____	_____
PR 220 Journalism	3	_____	_____
PR 222 Introduction to Advertising	3	_____	_____
PR 320 Writing for Public Relations <i>(Prerequisite PR 111)</i>	3	_____	_____
PR 415 Creating the Campaign <i>(Prerequisites PR 111 &amp; PR 320)</i>	3	_____	_____
PR 450 Research Analysis & Messaging Strategy <i>(Prerequisites: BU 370; MIS 350; PR 320 or permission of instructor)</i>	4	_____	_____
PR 475 Academic Internship <i>(Completion of PR 320 &amp; PR 415 or permission of instructor)</i>	3	_____	_____
BU 210 Principles of Business Management	3	_____	_____
BU 220 Principles of Marketing <i>(Prerequisites BU 210 or permission of instructor)</i>	3	_____	_____
AR 114 Introduction to Graphic Design	3	_____	_____
AR 311 HTML and Web Design <i>(Prerequisite: AR 210)</i>	3	_____	_____
AR 210 Desktop Publishing	3	_____	_____
BU 370 Data Analysis for Management	3	_____	_____
MIS 350 Social Media & Customer Relationship Management <i>(Prerequisites: permission of instructor)</i>	3	_____	_____
PH 355 Business Ethics <i>(May also be used as Core Curriculum Philosophy)</i>	3	_____	_____
<b>TOTAL</b>	<b>46</b>		

Revised: June 2017