

BACHELOR OF ARTS IN PUBLIC RELATIONS

(Minimum 120 credit hours required)

NAME _____

DATE ____/____/____

RELIGION CORE

DEVELOPING BIBICAL FAITH/LIFESTYLE

- BIBL-110 Message of the New Testament (3)..... ()
BIBL-111 Message of the Old Testament (3)..... ()
THEO-230 Intro. to Theology (3)..... ()
THEO-231 Intro. to Christian Ethics (3)..... ()
Christian Service (80 clock hours)*..... ()

*Christian Service is not a course; the hours are earned by a combination of class, group, and individual service learning experiences

SUBTOTAL (12 hours).....

LEE UNIVERSITY FRESHMAN EXPERIENCE

- LEEU-101 Freshman Seminar: Gateway (1) (Fall)..... ()
LEEU-102A Global Perspectives Seminar (1) (Spring).... ()
LEEU-102B Foundations of Benevolence (1) (Spring) ()

SUBTOTAL (3 hours).....

GENERAL EDUCATION CORE

ACQUIRING FUNDAMENTAL ACADEMIC SKILLS

- ENGL-105 (4) and ENGL-110 (3)..... () ()
OR ENGL-106 (3) and ENGL-110 (3)
OR ENGL-110 (3) [Depends on placement]
MTHS-110 Contemporary Math (3) or higher level math..... ()

EXPLORING THE HUMANITIES

- HUMN-201 Foundations of Western Culture (3)..... ()
Two of the following (6)
HUMN-202 Rise of Europe (3)..... () ()
HUMN-301 Foundations of Modern World (3)
HUMN-302 Modern Western Culture (3)
HIST-221 / 222 Western Civilization I, II (3) (3)
ENGL-221 Western Lit: Ancient to Renaissance (3)
ENGL-222 Western Lit: Enlightenment to Postmodern (3)

One of the following (3)

- ARTS-201 Art in Culture (3)..... ()
MUHL-211 Music in Culture (3)
PHIL-241 Introduction to Philosophy (3)
THEA-201 Theatre in Culture (3)

UNDERSTANDING CONTEMPORARY SOCIETY

- HIST-212 Recent American History (3)
OR
PLSC-250 American Government (3)..... ()
Two of the following (6)
PSYC-200 Understanding Human Behavior (3). () ()
SOCI-200 Understanding Contemporary Society (3)
ECON-200 Understanding Economic Issues (3)

RESPECTING THE NATURAL WORLD

- LAB SCIENCE: Choose one (1) course along with the corresponding lab: BIOS-110, 112, 114; CHYS-131; GSCI-121, 122; ASTR-111 (4)..... ()

SEEKING A GLOBAL PERSPECTIVE

- GNST-250-253 Cross Cultural Experience (1-3)..... ()
Intermediate (or higher) Foreign Language (6)..... () ()
SUBTOTAL (38/44 hours).....

SPECIALTY AREA

- COMM-200 Understanding Human Comm (3)..... ()
COMM-211 Public Speaking (3)..... ()
PUBR-284 Principles of Public Relations (3)..... ()
PUBR-301 Pub. Rel. & Advertising Research (3)..... ()
COMM-305 Communication Practicum (1)..... ()
PUBR-316 Public Relations Writing (3)..... ()

One Writing course from the following:..... ()

- BUSN-251 Business Communications (3)
COMM-310 Writing for the Media (3)
COMM-312 Reporting & Writing (3)
COMM-362 Feature Writing (3)
DIGM-241 Broadcast Copywriting (3)
DIGM-242 Basic Broadcast Journalism (3)

One Digital Media Skills course from the following:..... ()

- COMM-250 Basic Digital Photography (3)
COMM-260 Desktop Publishing (3)
COMM-270 Web Page Design (3)
DIGM-210 Single Camera Apps I (3)
DIGM-260 Radio and TV Speech (3)
DIGM-365 Innovation & Social Media (3)

One Business/Marketing course from the following:..... ()

- BUSN-205 Principles of Business Management (3)
MKTG-309 Principles of Marketing (3)
MKTG-410 Global Marketing (3)
COMM-426 Integrated Marketing Communication (3)

- PUBR-356 Contemporary Media Relations (3)..... ()
COMM-400 Internship Seminar (1)..... ()
COMM-401 Internship (2)..... ()
COMM-410 Media Law (3)..... ()
PUBR-430 Public Relations Campaigns (3)..... ()
PUBR-495 Christianity & Public Relations (3)..... ()

Public Relations Electives (15 hours)

Choose from the following:..... () () () () ()

- COMM-280 Interpersonal Communication (3)
COMM-286 Principles of Advertising (3)
COMM-351 Persuasion (3)
COMM-352 Organizational Communication (3)
COMM-353 Sport and Communication (3)
COMM-354 Intercultural Communication (3)
COMM-401/2 Internship (2,1) may be repeated for credit
COMM-480 Communication Leadership (3)
PUBR-355 Event Management (3)
PUBR-358 Crisis Communication (3)
PUBR-391 Public Relations in the Music Industry (3)
PUBR-445 PRSSA Bateman Case Study I (3)
PURB-446 PRSSA Bateman Case Study II (3)
PUBR-491/2/3 Contemporary Topics in PR (1-3)

SUBTOTAL (55 hours).....

GENERAL ELECTIVES

- ()
..... ()
..... ()

SUBTOTAL (3/12 hours).....

ACADEMIC ASSESSMENT

- GNST-400 Academic Profile (0)..... ()
SMFT-COM Major Field Test (0)..... ()

**SUGGESTED FOUR YEAR SEQUENCE OF STUDY FOR
BACHELOR OF ARTS IN PUBLIC RELATIONS**

(The 80-clock-hour Christian Service requirement is not listed, but is spread throughout the four years.)

FRESHMAN YEAR

<u>Course</u>	<u>Hours</u>
LEEU-101, 102A, 102B.....	3
College Writing/Workshop.....	3/4
Rhetoric and Research	3
Message of New/Old Testament.....	6
U S History/Government Option.....	3
Intermediate Foreign Language*.....	6
Public Speaking	3
Understanding Human Communication	3
 Total	 30/31

SOPHOMORE YEAR

<u>Course</u>	<u>Hours</u>
Intro. to Theology	3
Intro. to Christian Ethics	3
Lab Science	4
Contemporary Math	3
Contemporary Society Options	6
Foundations of Western Culture	3
Humanities Option.....	3
Principles of Public Relations.....	3
PR Writing.....	3
 Total	 31

JUNIOR YEAR

<u>Course</u>	<u>Hours</u>
Digital Media course.....	3
Writing course	3
PR Campaigns	3
PR and Advertising Research	3
Communication Practicum	1
Contemporary Media Relations.....	3
PR Electives.....	3
Humanities Options.....	6
Cross-Cultural Experience	1/3
General Electives.....	3
Internship Seminar	1
 Total	 31/33

SENIOR YEAR

<u>Course</u>	<u>Hours</u>
Internship	2
Media Law	3
Christianity & Public Relations (final semester).....	3
PR Planning & Mgt.....	3
Business/Marketing course	3
PR Electives.....	12
General Electives	6
 Total	 32

*This assumes the student places at the Intermediate level. If student places at the elementary level, s/he must take the elementary classes during the freshman year, and they will count as 6 hrs of general electives. The intermediate level classes would then be taken in the sophomore or junior year.