

Department of Communication

		Pre-req	Term	Grade/Xfer Credit
EMB/JOU 110 (3)	Introduction to Mass Media			
JOU 220 (3) or	Newswriting I	ACT Eng 20+		
EMB 265 (3)	Broadcast News Writing	and ENG 101		
CMST 220 (3)	Interpersonal Communication	CMST 101		
CMST 303 (3)	Organizational Communication	CMST 101		
CMST 340 (3) or	Strategies of Persuasion	CMST 101		
JOU 370 (3)	Advertising	EMB/JOU 110		
		EMB/JOU 110 &		
PRE 375 (3)	Principles of Public Relations	JOU 220/EMB 265		
		PRE 375		
PRE 376 (3)	Public Relations Writing	(pre-req or co-req)		
	Public Relations Case Studies &			
PRE 377 (3)	Campaigns	PRE 375		
		EMB/JOU 110 or		
JOU 385 (3)	Law of Mass Communication	junior standing		
PRE 385 (3) or	Public Relations Research Methods	PRE 375		
JOU 492 (3)	Mass Comm Research Methods	JOU 220		
PRE 394 (3) or	Special Topics in Public Relations			
elective (3)	Comm Dept 300-400 level elective	see catalog		
PRE 400 (3)	PR Planning & Account Management	PRE 375		
PRE 410 (3) or	Electronic Public Relations			
CMST 370 (3) or	Advanced Public Speaking			
JOU 321(3)	Publication Skills			