



BA in COMMUNICATIONS: Public Relations Emphasis (483634) MAP Sheet

School of Communications

For students entering the degree program during the 2016–2017 curricular year.

This is a limited-enrollment program requiring school admissions approval. Please see the college advisement center for information on requirements to enter this program.

Admission to degree program: Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school's website (<http://comms.byu.edu>) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.

UNIVERSITY CORE AND GRADUATION REQUIREMENTS				MAJOR REQUIREMENTS (49 total hours)			
UNIVERSITY CORE REQUIREMENTS				cr.hrs grade sem			
Requirements	#Classes	Hours	Classes	Complete the following:			
Religion Cornerstones				Wrtg 150* <u>Writing and Rhetoric</u>	3.0		
Teachings and Doctrine, Book of Mormon	1	2.0	Rel A 275	Comms 101 <u>Mass Communication/Society</u>	3.0		
Jesus Christ & the Everlasting Gospel	1	2.0	Rel A 250	Comms 235 <u>Intro to Public Relations</u>	3.0		
Foundations of the Restoration	1	2.0	Rel C 225	Note: Students must receive a B grade or better from each course to be eligible to apply for admission to the program.			
The Eternal Family	1	2.0	Rel C 200	Apply to the major.			
The Individual and Society				Complete the following: (This course may be taken during the semester in which students apply for admission to the major.)			
Citizenship				Comms 300 <u>Media Ethics/Law/Responsib</u>	3.0		
American Heritage	1–2	3–6.0	from approved list	After admission to the major, complete three courses from the following:			
Global & Cultural Awareness	1	3.0	from approved list	Comms 311 <u>Writing for News Media</u>	1.5		
Skills				Comms 312 <u>Digital Media Production</u>	1.5		
Effective Communication				Comms 313 <u>Media Design and Graphics</u>	1.5		
First-Year Writing	1	3.0	Wrtg 150*	Comms 314 <u>Social Media Management</u>	1.5		
Adv Written & Oral Communication	1	3.0	from approved list	Comms 315 <u>Media Entrepreneurship</u>	1.5		
Quantitative Reasoning	1	3.0	from approved list	Comms 316 <u>Media Performance</u>	1.5		
Languages of Learning (Math or Language)	1–4	3–20.0	from approved list	Complete two courses from the following:			
Arts, Letters, and Sciences				Comms 301 <u>Mass Media Hist & Phil</u>	3.0		
Civilization 1 and 2	2	6.0	from approved list	Comms 302 <u>Popular Culture & Media</u>	3.0		
Arts	1	3.0	from approved list	Comms 351 <u>Media & Their Audiences</u>	3.0		
Letters	1	3.0	from approved list	Comms 360 <u>Comm Mgt Principles & Theo</u>	3.0		
Scientific Principles & Reasoning				Comms 381 <u>International Media Systems</u>	3.0		
Biological Science	1–2	3–5.0	from approved list	Comms 382 <u>Issues in Global Comms</u>	3.0		
Physical Science	1–2	3–7.0	from approved list	Comms 406 <u>Media & the 1st Amendment</u>	3.0		
Social Science	1	3.0	from approved list	Comms 411 <u>Media Effects</u>	3.0		
Core Enrichment: Electives				Comms 416 <u>Media Advocacy & Social Ch</u>	3.0		
Religion Electives	3–4	6.0	from approved list	Comms 426 <u>Persuasion in the Media Age</u>	3.0		
Open Electives	Variable	Variable	personal choice	Comms 480 <u>Media Ethics & Moral Reas</u>	3.0		
GRADUATION REQUIREMENTS:				Comms 481 <u>Gender, Race, & Class</u>	3.0		
Minimum residence hours required				Comms 482 <u>Media & World Religions</u>	3.0		
Minimum hours needed to graduate		30.0		Complete the following:			
		120.0		Comms 310 <u>Writing Branded Content</u>	1.5		
				Comms 318 <u>PR Research & Measurement</u>	3.0		
				Comms 320 <u>PR Writing and Production</u>	3.0		
				Comms 336 <u>Strategic Plan & Prob. Solving</u>	3.0		
				Comms 320 <u>Public Rel. Writing</u>	3.0		
				Comms 425 <u>Strategic Digital Storytelling & Publishing</u>	3.0		
				Comms 485 <u>Strategic Public Rel. Campaigns</u>	3.0		
				Stat 121 <u>Principles of Statistics</u>	3.0		
				<i>(Or higher level statistics course)</i>			
				Complete one course from the following university core advanced written or oral communication courses:			
				Engl 312 <u>Persuasive Writing</u>	3.0		
				Engl 316 <u>Technical Communication</u>	3.0		
				Mcom 320 <u>Communication in Organizational Settings</u>	3.0		
				Phil 300 <u>Philosophical Writing</u>	3.0		
				After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:			
				Comms 496R <u>Academic Internship</u>	6.0V		
				Note: A C– grade or better in the following prerequisite courses must be achieved before the internship experience: Comms 318, 320, 336			

FOR UNIVERSITY CORE/MAJOR QUESTIONS CONTACT THE ADVISEMENT CENTER ◆ FOR CAREER QUESTIONS SEE YOUR FACULTY ADVISOR

*THESE CLASSES FILL BOTH UNIVERSITY CORE AND MAJOR REQUIREMENTS (3 hours overlap)

BA in COMMUNICATIONS: Public Relations Emphasis (483634) 2016–2017

Suggested Sequence of Courses:

FRESHMAN YEAR

1st Semester

Comms 101 (FWSpSu)	3.0
First-year Writing or A Htg	3.0
Religion Cornerstone course	2.0
General Education courses, and/or general electives	7.0
Total Hours	15.0

2nd Semester

First-Year Writing or A Htg	3.0
Comms 235	3.0
Religion Cornerstone course	2.0
General Education courses, and/or general electives	7.0
Total Hours	15.0

Apply to major

SOPHOMORE YEAR

3rd Semester

Comms 300	3.0
Stat 121	3.0
Religion Cornerstone course	2.0
General Education courses, minor courses and/or general electives	7.0
Total Hours	15.0

4th Semester

Comms 310	1.5
Comms 311	1.5
Comms 318	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	7.0
Total Hours	15.0

Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.

Note: Students are to gain proficiency in Adobe Publishing and Adobe Web Publishing prior to their fifth semester. See faculty for further guidance.

JUNIOR YEAR

5th Semester

Comms 320	3.0
Comms 336	3.0
Two Comms term courses	3.0
Religion Cornerstone course	2.0
Engl 312, 316, MCom 320, or Phil 300	3.0
General Education courses, minor courses, and/or general electives	1.0
Total Hours	15.0

6th Semester

Comms 425	3.0
Comms elective	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	7.0
Total Hours	15.0

SENIOR YEAR

7th Semester

Comms 485	3.0
Comms elective	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	7.0
Total Hours	15.0

8th Semester

Comms 496R	4.0
General Education courses, minor courses, and/or general electives	11.0
Total Hours	15.0

GENERAL INFORMATION:

Working under faculty direction, students in the school edit and publish the *Universe* as a laboratory newspaper for the campus, produce daily television newscasts on KBYU-TV, produce universe.byu.edu for the Internet, plan advertising and public relations campaigns, solve media sales and management problems, and use “new media” in diverse situations.

The School of Communications sponsors the International Media Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting experts.

The department encourages early admission. Students who enroll in Comms 101, 235 and complete the English requirement can apply to the major as early as the second semester of their freshman year.

SCHOOL REQUIREMENTS:

- Each student must be formally accepted into a degree program. Contact the college advisement center for admission requirements, or comms.byu.edu.
- All students must take a campus writing course before applying for admission to the major. The following writing course fulfills this requirement: Wrtg 150.
- Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.
- Every student is required to complete an internship. Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from a faculty advisor, before processing appropriate documents with the Internship Office (280 BRMB), and without being enrolled in Comms 496R.
- In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review. See the School of Communications in 360 BRMB.
- For program objectives, see: learningoutcomes.byu.edu.

School of Communications
360 Brimhall Building
Brigham Young University Provo, UT 84602
Telephone: (801) 422-2997

THE DISCIPLINE:

Public relations manages communication to build mutually beneficial relationships between organization and its vital publics. The public relations program at BYU emphasizes research and measurement; strategic planning; professionally designed, written and targeted tactics; and ethical practice. We prepare students with critical skills in thinking, writing, research, program planning and management, creative problem solving, and relationship building with publics typical to the public relations challenges of diverse organizations. Those publics include but are not limited to media, consumers, employees, government and other regulatory bodies, and communities. In keeping with the Aims of a BYU education, our students and graduates should engage in life-long learning and professional practice that exemplifies the values of grace, truth, and equity.

CAREER OPPORTUNITIES:

Virtually all segments of the public and private sectors throughout the world draw employees from public relations graduates. Graduates may work as technical experts or in management tracks. They may specialize in employee relations, community relations, public affairs, media relations, or several other tracks within the professional arena.

OFF-CAMPUS PROFESSIONAL INTERNSHIPS:

Internships must be arranged with the approval of students' faculty advisors. Students are required to complete 280 hours on an internship. Such an internship must be under the supervision of a full-time public relations practitioner. Prerequisites for the internship are Comms 320 and 336. Internships on campus must be specifically approved by the faculty advisor well in advance. Not all campus internships fill the requirement. Students must have C– or better in all internship prerequisite classes.

FACULTY ADVISOR:

Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

Fine Arts & Communications College Advisement Center
D-444 Harris Fine Arts Center
Brigham Young University, Provo, UT 84602
Telephone: (801) 422-3777