



**Eastern New Mexico University**  
**College of Fine Arts**  
**2021-2023 Catalog**  
**Degree Plan Checklist**

<b>Date:</b> _____	<b>Major:</b> <u>Communication</u>
<b>Name:</b> _____	<b>Emphasis:</b> <u>Public Relations</u>
<b>ID#:</b> _____	<b>Minor:</b> <u>Optional</u>
	<b>Degree:</b> <u>Bachelor of Arts (B.A.) OR Bachelor of Science (B.S.)</u>

This degree plan is a guideline only. Consult with an adviser before enrolling in courses. For more detailed information on coursework and degree requirements, refer to the catalog and consult with an adviser.

**Note:** The B.A. and B.S. degrees require 120 minimum total credit hours including 40 upper-division (300 or 400 level) hours. B.A. candidates must satisfy the language requirement (6-14 hours).

<b>BACHELOR'S DEGREE REQUIREMENTS (6 hours)</b>	<b>Course</b>	<b>Credits</b>	<b>Semester</b>	<b>Grade</b>
	FYEX 1110 First-Year Seminar	3	_____	_____
	Diversity/Global Upper-Division	3	_____	_____

**GENERAL EDUCATION REQUIREMENTS (non-teaching) 31-32 hours**

<b>REQUIREMENTS IN Communication Core (24 hours)</b>	<b>Course</b>	<b>Credits</b>	<b>Semester</b>	<b>Grade</b>
	COMM 1120 Beginning Television Production	3	_____	_____
	COMM 1140 Introduction to Media Writing	3	_____	_____
	COMM 1150 Introduction to Mass Communication	3	_____	_____
	COMM 300 Introduction to Communication Theory	3	_____	_____
	COMM 313 Introduction to Research Design	3	_____	_____
	COMM 410 Writing for Media Capstone	3	_____	_____
	COMM 415 Media Law and Ethics	3	_____	_____
	COMM 498 Senior Seminar	3	_____	_____

<b>REQUIREMENTS IN Public Relations Emphasis (29 hours)</b>	<b>Course</b>	<b>Credits</b>	<b>Semester</b>	<b>Grade</b>
	COMM 2182 Introduction to Public Relations	3	_____	_____
	COMM 2230 Digital Photography	3	_____	_____
	COMM 303 Public Relations Techniques	3	_____	_____
	COMM 314 Strategic Uses Social Media	3	_____	_____
	COMM 315 Digital Media Analytics	3	_____	_____
	COMM 360A Journalism/Public Relations Practicum	2	_____	_____
	COMM 360B Journalism/Public Relations Practicum	2	_____	_____
	COMM 360C Journalism/Public Relations Practicum	2	_____	_____
	COMM 460 Public Relations Cases and Campaigns	3	_____	_____

<b>REQUIREMENTS IN Communication Electives (5 hours)</b>	<b>Course</b>	<b>Credits</b>	<b>Semester</b>	<b>Grade</b>
	COMM (300/400 level)	_____	_____	_____
	COMM (300/400 level)	_____	_____	_____

**Note:** must complete 5 hours of additional upper-division (300/400 level) COMM credits (not including core and emphases courses).

**ELECTIVES** As needed to fulfill requirement of 120 total credit hours.

All course requirements in the major and minor must have a grade of "C" or better. All acceptable transfer work from a junior or community college will be recorded as lower division credit. Developmental and vocational/technical hours are not eligible for degree credit.