



Eastern New Mexico University
College of Fine Arts
2019-2021 Catalog
Degree Plan Checklist

Date: _____	Major: Communication
Name: _____	Emphasis: Public Relations
ID#: _____	Minor: Optional
	Degree: Bachelor of Science OR Bachelor of Arts

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).

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

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

REQUIREMENTS IN Communication Core (24 hours)	Course	Credits	Semester	Grade
COMM 1150 Introduction to Mass Communication	_____	3	_____	_____
COMM 1120 Beginning Television Production	_____	3	_____	_____
COMM 1140 Introduction to Media Writing	_____	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	_____	_____

REQUIREMENTS IN Public Relations Emphasis (29 hours)	Course	Credits	Semester	Grade
COMM 2230 Digital Photography	_____	3	_____	_____
COMM 2182 Introduction to Public Relations	_____	3	_____	_____
COMM 303 Public Relations Techniques	_____	3	_____	_____
COMM 314 Social Media and Public Relations	_____	3	_____	_____
COMM 315 Social 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	_____	_____

REQUIREMENTS IN Communication Electives (5 hours)	Course	Credits	Semester	Grade
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.