



Eastern New Mexico University  
College of Fine Arts  
2023-2025 Catalog

Major: Communication  
Emphasis: Public Relations

Minor: Not required  
Degree: Bachelor of Arts (B.A.) OR Bachelor of Science (B.S.)

This degree plan is a guide 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.

All course requirements in the major 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.

Note: All Bachelor degrees at ENMU require 120 minimum total credit hours including 40 upper-division (300-/400-level) hours. B.A. candidates must satisfy the language requirement (6-14 hours). Developmental and vocational/technical courses will not be counted toward graduation requirements.

**BACHELOR'S DEGREE REQUIREMENTS (6 hours)**

FYEX 1110 First-Year Seminar  
Diversity/Global Upper-Division

**GENERAL EDUCATION REQUIREMENTS (non-teaching) (31-33 hours)**

**REQUIREMENTS in Communication Core (24 hours)**

COMM 1120 Beginning Television Production  
COMM 1140 Introduction to Media Writing  
COMM 1150 Introduction to Mass Communication  
COMM 300 Introduction to Communication Theory  
COMM 313 Introduction to Research Design  
COMM 410 Writing for Media Capstone  
COMM 415 Media Law & Ethics  
COMM 498 Senior Seminar

**REQUIREMENTS in Public Relations Emphasis (29 hours)**

COMM 2182 Introduction to Public Relations  
COMM 2230 Digital Photography  
COMM 303 Public Relations Techniques  
COMM 314 Strategic Uses Social Media  
COMM 315 Digital Media Analytics  
COMM 360A Journalism / Public Relations Practicum  
COMM 360B Journalism / Public Relations Practicum  
COMM 360C Journalism / Public Relations Practicum  
COMM 460 Public Relations Cases & Campaigns

Complete 6 credit hours of additional upper-division (300/400-level) COMM electives (not including core and emphases courses).

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