



Eastern New Mexico University
 College of Fine Arts
 2025-2027 Catalog
 Degree Guide Checklist

Major:	Communication	Minor:	Optional
Emphasis:	Public Relations	Degree:	Bachelor of Arts (B.A.) or Bachelor of Science (B.S.)

This degree guide is a guide only and is subject to revision. Before enrolling in courses, consult with an adviser and review the current ENMU-Portales catalog.

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: The B.A. and B.S. degrees require 120 minimum total credit hours including 40 upper-division (300- or 400-level) hours and ENMU-Portales residency requirement (30 of the final 60 hours must be taken from ENMU-Portales). 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 and Ethics
 COMM 498 Senior Seminar

REQUIREMENTS IN PUBLIC RELATIONS EMPHASIS (29 hours)

Required Courses (24 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 and Campaigns

FIVE hours of upper-division (300-400-level) COMM credits not included in Core and Emphases (5 hours)

ELECTIVES as needed to satisfy requirement of 120 total credit hours.