



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

## School of Communications

For students entering the degree program during the 2015–2016 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				<u>cr.hrs</u> <u>grade</u> <u>sem</u>			
<u>Requirements</u>	<u>#Classes</u>	<u>Hours</u>	<u>Classes</u>	<b>Complete the following:</b>			
<b>Religion Cornerstones</b>				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	<b>Note:</b> 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	<b>Apply to the major.</b>			
<b>The Individual and Society</b>				<b>Complete the following:</b> (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	<b>After admission to the major, complete four courses from the following:</b>			
Global & Cultural Awareness	1	3.0	from approved list	Comms 310 <u>Writing Branded Content</u>	1.5		
<b>Skills</b>				Comms 311 <u>Writing for News Media</u>	1.5		
Effective Communication				Comms 312 <u>Digital Media Production</u>	1.5		
First-Year Writing	1	3.0	Wrtg 150*	Comms 313 <u>Media Design and Graphics</u>	1.5		
Adv Written & Oral Communication	1	3.0	from approved list	Comms 314 <u>Social Media Management</u>	1.5		
Quantitative Reasoning	1	3.0	from approved list	Comms 315 <u>Media Entrepreneurship</u>	1.5		
Languages of Learning (Math or Language)	1–4	3–20.0	from approved list	Comms 316 <u>Media Performance</u>	1.5		
<b>Arts, Letters, and Sciences</b>				<b>Complete two courses from the following:</b>			
Civilization 1 and 2	2	6.0	from approved list	Comms 301 <u>Mass Media Hist &amp; Phil</u>	3.0		
Arts	1	3.0	from approved list	Comms 302 <u>Popular Culture &amp; Media</u>	3.0		
Letters	1	3.0	from approved list	Comms 351 <u>Media &amp; Their Audiences</u>	3.0		
Scientific Principles & Reasoning				Comms 360 <u>Comm Mgt Principles &amp; Theo</u>	3.0		
Biological Science	1–2	3–5.0	from approved list	Comms 381 <u>International Media Systems</u>	3.0		
Physical Science	1–2	3–7.0	from approved list	Comms 382 <u>Issues in Global Comms</u>	3.0		
Social Science	1	3.0	from approved list	Comms 406 <u>Media &amp; the 1<sup>st</sup> Amendment</u>	3.0		
<b>Core Enrichment: Electives</b>				Comms 411 <u>Media Effects</u>	3.0		
Religion Electives	3–4	6.0	from approved list	Comms 416 <u>Media Advocacy &amp; Social Ch</u>	3.0		
Open Electives	Variable	Variable	personal choice	Comms 480 <u>Media Ethics &amp; Moral Reas</u>	3.0		
<b>GRADUATION REQUIREMENTS:</b>				Comms 481 <u>Gender, Race, &amp; Class</u>	3.0		
Minimum residence hours required				Comms 482 <u>Media &amp; World Religions</u>	3.0		
Minimum hours needed to graduate		30.0					
		120.0					

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)  
2015–2016**

**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
<b>Total Hours</b>	<b>15.0</b>

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
<b>Total Hours</b>	<b>15.0</b>

Apply to major

**SOPHOMORE YEAR**

3rd Semester

Comms 300	3.0
Religion Cornerstone course	2.0
General Education courses, minor courses and/or general electives	10.0
<b>Total Hours</b>	<b>15.0</b>

4th Semester

Bus M 241	3.0
Comms 310	1.5
Comms 311	1.5
Comms 336 (FWSp)	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	4.0
<b>Total Hours</b>	<b>15.0</b>

**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 318	3.0
Comms 321	3.0
Two Comms core courses	3.0
Religion Cornerstone course	2.0
General Education courses, minor courses, and/or general electives	4.0
<b>Total Hours</b>	<b>15.0</b>

6th Semester

Acc 200	3.0
Comms 421	3.0
Comms elective	3.0
Religion elective	2.0
General Education courses, minor courses, and/or general electives	4.0
<b>Total Hours</b>	<b>15.0</b>

**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
<b>Total Hours</b>	<b>15.0</b>

8th Semester

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

**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 local cable, produce @NewsNet.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:**

1. Each student must be formally accepted into a degree program. Contact the college advisement center for admission requirements, or [comms.byu.edu](http://comms.byu.edu).
2. All students must take a campus writing course before applying for admission to the major. The following writing course fulfills this requirement: Wrtg 150.
3. Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.
4. 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.
5. 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.
6. For program objectives, see: [learningoutcomes.byu.edu](http://learningoutcomes.byu.edu).

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Brigham Young University Provo, UT 84602  
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**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 321, 336, 421; 318 is recommended. 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.

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D-444 Harris Fine Arts Center  
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