

ACADEMIC MAP

COMMUNICATION STUDIES (PUBLIC RELATIONS)

Bachelor of Arts



START HERE>

1 SEMESTER 1 - FALL			CREDITS	COMPLETED
UNIV 1101 UNIVERSITY SEMINAR I	1	✓		
COMM 1311 FOUNDATION OF COMMUNICATION	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			

TOTAL CREDITS: 16

2 SEMESTER 2 - SPRING			CREDITS	COMPLETED
UNIV 1102 UNIVERSITY SEMINAR II	1			
COMM 1318 INTERPERSONAL COMMUNICATION	3			
MEDA 1307 MEDIA AND SOCIETY	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			

TOTAL CREDITS: 16

YEAR 1

3 SEMESTER 3 - FALL			CREDITS	COMPLETED
COMM 2335 PRESENTATIONAL COMMUNICATION	3			
COMM 1321 BUSINESS AND PROFESSIONAL COMMUNICATION	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			

TOTAL CREDITS: 15

4 SEMESTER 4 - SPRING			CREDITS	COMPLETED
COMM 2330 INTRODUCTION TO PUBLIC RELATIONS	3			
MEDA 2350 MEDIA PERFORMANCE	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			
UNIVERSITY CORE CURRICULUM	3			

TOTAL CREDITS: 15

YEAR 2

5 SEMESTER 5 - FALL			CREDITS	COMPLETED
COLLEGE CORE	3			
COMM 3330 PERSUASION	3			
UPPER DIVISIONAL ELECTIVE	3			
UPPER DIVISIONAL ELECTIVE	3			
UPPER DIVISIONAL ELECTIVE	3			

TOTAL CREDITS: 15

6 SEMESTER 6 - SPRING			CREDITS	COMPLETED
COMM 4331 PUBLIC RELATIONS CAMPAIGNS	3			
COLLEGE CORE	3			
UPPER DIVISIONAL ELECTIVE	3			
UPPER DIVISIONAL ELECTIVE	3			
COMM 3331 PUBLIC RELATIONS WRITING AND DESIGN	3			

TOTAL CREDITS: 15

YEAR 3

7 SEMESTER 7 - FALL			CREDITS	COMPLETED
COMM 4335 CRISIS COMMUNICATION	3			
COMM 4399 COMMUNICATION INTERNSHIP	3			
UPPER DIVISIONAL ELECTIVE	3			
UPPER DIVISIONAL ELECTIVE	3			
LOWER DIVISIONAL ELECTIVE	3			

TOTAL CREDITS: 15

8 SEMESTER 8 - SPRING			CREDITS	COMPLETED
COMM 4394 PROFESSIONAL PR PORTFOLIO	3			
UPPER DIVISIONAL ELECTIVE	3			
UPPER DIVISIONAL ELECTIVE	3			
LOWER DIVISIONAL ELECTIVE	1			
UPPER DIVISIONAL ELECTIVE	3			

TOTAL CREDITS: 13

YEAR 4

This is not an official degree plan. It is a guideline for planning your courses. To access a copy of this academic map please visit tamucc.edu/academics/planning/academic-advising/

120 CREDITS | FINISHED!



CAREER MAP

COMMUNICATION STUDIES (PUBLIC RELATIONS)

Bachelor of Arts



The mission of the communication & media department is to develop students who are effective and ethical communicators with the creative, critical, and collaborative skills necessary to succeed in a diverse global environment. The focus of the program is to enhance students' knowledge and practical skills in various areas of human communication including organizational leadership, public relations, and relational communication. Communication studies majors select an emphasis in either communication studies or public relations to fulfill their coursework.

CONTACT INFORMATION

Career Counselor:

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ADDITIONAL SOURCES OF INFORMATION

National Communication Association, Public Relations Society of America, American Society for Newspaper Editors, International Communication Association

STUDENT ORGANIZATIONS

- Island Waves Student Newspaper
- Student Government Association
- Film Club

CAREER OPTIONS

- Public Relations
- Advertising/Marketing
- TV & Film production
- Journalism
- Social Media Manager
- Training and Development
- Copywriter
- Human Resources Management

SKILLS/ATTRIBUTES

- Critical Thinking/Problem Solving
- Teamwork/Collaboration
- Oral/Written Communication