ACADEMIC MAP COMMUNICATION STUDIES (PUBLIC RELATIONS)





Bachelor of Arts

START HERE ······

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

TOTAL CREDITS: 16

SEMESTER 2 - SPRING	CREDITS COMPLETE	D
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

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	

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

TOTAL CREDITS: 15

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SEMESTER 5 - FALL	CREDITS COMPLETED	SEMESTER 6 - SPRIN
COLLEGE CORE	3	COMM 4331 PUBLIC R
COMM 3330 PERSUASION	3	COLLEGE CORE
UPPER DIVISIONAL ELECTIVE	3	UPPER DIVISIONAL EI
UPPER DIVISIONAL ELECTIVE	3	UPPER DIVISIONAL EI
UPPER DIVISIONAL ELECTIVE	3	COMM 3331 PUBLIC RI

TOTAL CREDITS: 15

TOTAL CREDITS: 15

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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	

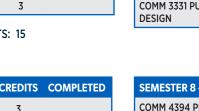
TOTAL CREDITS: 15

6 CREDITS COMPLETED RELATIONS CAMPAIGNS 3 Π 3 ELECTIVE 3 ELECTIVE 3 RELATIONS WRITING AND 3 DESIGN

TOTAL CREDITS: 15

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SEMESTER 8 - SPRING	CREDITS COMPLETED	
COMM 4394 PROFESSIONAL PR PORTFOLIO	3	
UPPER DIVISIONAL ELECTIVE	3	ΥE
UPPER DIVISIONAL ELECTIVE	3	AR
LOWER DIVISIONAL ELECTIVE	1	4
UPPER DIVISIONAL ELECTIVE	3	

TOTAL CREDITS: 13



CAREER MAP COMMUNICATION STUDIES (PUBLIC RELATIONS) Bachelor of Arts



The mission of the communication & media departnment 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. Communicatiostudies majors select an emphasis in either communication studies or public relations to fulfill their coursework.

CONTACT INFORMATION

Career Counselor: Career and Professional Development Center UC 304 361.825.2628 | career.center@tamucc.edu Internship Coordinator: Kellie Smith BH 223C kellie.smith@tamucc.edu Department Contact: Michelle Maresh-Fuehrer BH 330 361.825.2273 | michelle.maresh-fuehrer@tamucc.edu

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
Adversting/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