

# ACADEMIC MAP

## Public Relations

### Communication Studies, Bachelor of Arts



FINISH IN



| First Year         |  |           | Third Year         |                                     |           |
|--------------------|--|-----------|--------------------|-------------------------------------|-----------|
| <b>Fall</b>        |  |           | <b>Fall</b>        |                                     |           |
| UNIV 1101          | University Seminar I                           | 1         | College Core       |                                     | 3         |
| COMM 1311          | Foundation of Communication                    | 3         | COMM 3330          | Persuasion                          | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | <b>Hours</b>                        | <b>15</b> |
|                    | <b>Hours</b>                                   | <b>16</b> | <b>Spring</b>      |                                     |           |
| <b>Spring</b>      |  |           | COMM 4331          | Public Relations Campaigns          | 3         |
| UNIV 1102          | University Seminar II                          | 1         | College Core       |                                     | 3         |
| ENGL 1301          | Writing and Rhetoric I                         | 3         |                    | Upper Division Electives            | 3         |
| COMM 1318          | Interpersonal Communication                    | 3         |                    | Upper Division Electives            | 3         |
| MEDA 1307          | Media and Society                              | 3         | COMM 3331          | Public Relations Writing and Design | 3         |
| MATH 1332          | Contemporary Mathematics                       | 3         |                    | <b>Hours</b>                        | <b>15</b> |
| or PHIL 2303       | or Introduction to Logic and Critical Thinking |           |                    |                                     |           |
|                    | University Core Curriculum                     | 3         | <b>Fourth Year</b> |                                     |           |
|                    | <b>Hours</b>                                   | <b>16</b> | <b>Fall</b>        |                                     |           |
| <b>Second Year</b> |  |           | COMM 4335          | Crisis Communication                | 3         |
| <b>Fall</b>        |  |           | COMM 4399          | Communication Internship            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Lower Divisional Elective           | 3         |
| COMM 2335          | Presentational Communication                   | 3         |                    | <b>Hours</b>                        | <b>15</b> |
| COMM 1321          | Business and Professional Communication        | 3         | <b>Spring</b>      |                                     |           |
|                    | <b>Hours</b>                                   | <b>15</b> | COMM 4394          | Professional PR Portfolio           | 3         |
| <b>Spring</b>      |  |           |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
|                    | University Core Curriculum                     | 3         |                    | Lower Divisional Elective           | 1         |
|                    | University Core Curriculum                     | 3         |                    | Upper Division Electives            | 3         |
| COMM 2330          | Introduction to Public Relations               | 3         |                    | <b>Hours</b>                        | <b>13</b> |
| MEDA 2350          | Media Performance                              | 3         | <b>Total Hours</b> |                                     |           |
|                    | <b>Hours</b>                                   | <b>15</b> | <b>120</b>         |                                     |           |

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/](http://tamucc.edu/academics/planning/academic-advising/)



# 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:**

Career and Professional Development Center  
UC 304  
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**Internship Coordinator:**

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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