



BACHELOR OF ARTS IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)

The 4-year plan below is for guidance only. Always review your individual check sheet for your degree requirements and progress. For full course descriptions, see the [RMU Course Catalog](#). For more information, contact:

Dr. Sun-A Park, Lead-faculty in the major at park@rmu.edu

Dr. Petros Malakyan, Department Head of Communication and Organizational Leadership at malakyan@rmu.edu

BACHELOR OF ARTS (BA) IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)																			
4-Year Guided Curriculum																			
FALL				Semester 1				YEAR 1				SPRING				Semester 2			
COMM	1500	Ethics, Technology and Culture	3					COMM; or COMM	2015; or 2000	Fundamentals of Advertising; or Foundations in PR	3					COMM	2030	Communication Theory	3
CSEN; or CSEN	1010; or 1020	RMU core course 1: Reading & Writing Strategies; or Argument & Research (Honors section: CSHR2050)	3																
PSYC	1010	RMU core course 2: General Psychology	3					SOCI; or SOCI	1010; or 1020	RMU core course 5: Principles of Sociology; or Contemporary American Social Problems	3								
HUMA	1010	RMU core course 3: Humanities: Art/Music	3					CSEN; or CSCM	1020; or 1030	RMU core course 6: Argument & Research (Honors section: CSHR1020); or Public Speaking & Persuasion (Honors section: CSHR1030)	3								
MATH; or STAT	1050; or 2110	RMU core course 4: Math Reasoning; or Statistics	3					INFS	1020	RMU core course 7: Intro to Decision Support Systems	3								
FYSP	1000	First Year Studies Seminar	1																
FALL				Semester 3				YEAR 2				SPRING				Semester 4			
COMM; or COMM	2000; or 2015	Foundations in PR; or Fundamentals of Advertising	3					COMM	3301	Writing for Advertising and PR	3								
HIST; or POLS	____; or 1020	RMU core course 8: History Elective; or American National Government	3					PRAD	____	PRAD Elective 1: One 3000-level course	3								
CSCM; or CSCM	1030; or 2040	RMU core course 9: Public Speaking & Persuasion (Honors section: CSHR1030); or Professional Comm in Workplace (Honors section: CSHR2040)	3					ARTM	____	Interdisciplinary required course	3								
ENGL	____	RMU core course 10: Literature Elective	3					____	____	RMU core course 11: Natural Science Elective	3								
____	____	Open Elective	3					CSCM; or CSCM	2040; or 2050	RMU core course 12: Professional Communication in Workplace (Honors section: CSHR2040); or Intercultural Communications (Honors section: CSHR2050)	3								
FALL				Semester 5				YEAR 3				SPRING				Semester 6			
COMM	2900	Research Methods in Comm	3					PRAD	3800	Research in Public Relations and Advertising	3								
PRAD	2800	Creative Thinking & Strategies	3					PRAD	____	PRAD Elective 4	3								
PRAD	____	PRAD Elective 2: One 3000-level course	3					PRAD	____	PRAD Elective 5	3								
PRAD	____	PRAD Elective 3: One 3000-level course	3					____	____	Open Elective	3								
ECON	1010	RMU core course 13: Survey of Economics	3					____	____	Open Elective	3								
FALL				Semester 7				YEAR 4				SPRING				Semester 8			
____	____	Open Elective	3					PRAD	4800	Integrated Media Campaigns	3								
PRAD	____	PRAD Elective 6	3					____	____	Open Elective	3								
____	____	Open Elective	3					____	____	Open Elective	3								
____	____	Open Elective	3					____	____	Open Elective	3								
____	____	Open Elective	3					____	____	Open Elective/PRAD Internship	3								

A minimum grade of "C" is required for courses in the major.
A cumulative GPA of 2.00 or higher is required for graduation.