BA in Communications: Public Relations (483634) MAP Sheet
Fine Arts and Communications, School of Communications
For students entering the degree program during the 2018-2019 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.

For students entering the degree program during the 2018-2019 curricular year.

**University Core Requirements:**
- **Religion Cornerstones**
  - Teachings and Doctrine of The Book of Mormon
  - Jesus Christ and the Everlasting Gospel
  - Foundations of the Restoration
  - The Eternal Family
- **The Individual and Society**
  - American Heritage
  - Global and Cultural Awareness
- **Skills**
  - First Year Writing
  - Advanced Written and Oral Communications
- **Quantitative Reasoning**
- **Languages of Learning (Math or Language)**
- **Arts, Letters, and Sciences**
  - Civilization 1
  - Civilization 2
  - Arts
  - Letters
  - Biological Science
  - Physical Science
  - Social Science
- **Core Enrichment: Electives**
  - Religion Electives
  - Open Electives

**Graduation Requirements:**
- Minimum residence hours required: 30.0
- Minimum hours needed to graduate: 120.0

**Suggested Sequence of Courses**

**FRESHMAN YEAR**
- **1st Semester**
  - First-year Writing*
  - COMMS 101
  - Religion Cornerstone course
  - General Education courses, and/or general electives
  - Total Hours: 15.0
- **2nd Semester**
  - American Heritage
  - COMMS 235
  - Religion Cornerstone course
  - General Education courses, and/or general electives
  - Total Hours: 15.0

**Sophomore Year**
- **3rd Semester**
  - COMMS 300
  - STAT 121
  - Religion Cornerstone course
  - General Education courses, and/or general electives
  - Total Hours: 15.0
- **4th Semester**
  - COMMS 318
  - COMMS 336
  - STAT 121 (if still needed)
  - *COMMS 370R (Y Digital Agency) - Optional
  - Advanced Writing Class (ENG 312, 316, MCOM 320 or PHIL 300)
  - General Education courses, and/or general electives
  - Total Hours: 15.0

**Junior Year**
- **5th Semester**
  - COMMS 320
  - *COMMS term class
  - COMMS elective
  - General Education courses, university requirements, and/or general electives
  - Total Hours: 15.0
- **6th Semester**
  - COMMS 425 or COMMS 321
  - COMMS elective (COMMS 360 recommended)
  - COMMS 370R (Y Digital Agency) - Optional
  - Religion elective
  - General Education courses, university requirements, and/or general electives
  - Total Hours: 15.0

**Senior Year**
- **7th Semester**
  - COMMS 496R
  - COMMS elective
  - General Education courses, university requirements, and/or general electives
  - Religion elective
  - Total Hours: 15-17.0
- **8th Semester**
  - COMMS 485
  - General Education courses, university requirements, and/or general electives
  - Total Hours: 15.0

Note: Students are to gain proficiency in Adobe Publishing and Adobe Web Publishing prior to their fifth semester. See faculty for further guidance.
### BA in Communications: Public Relations (483634)
#### 2018-2019 Program Requirements (49 Credit Hours)

<table>
<thead>
<tr>
<th>REQUIREMENT 1</th>
<th>Complete 3 courses</th>
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<tbody>
<tr>
<td>NOTE: STUDENTS MUST RECEIVE A B GRADE OR BETTER FROM EACH COURSE TO BE ELIGIBLE TO APPLY FOR ADMISSION TO THE PROGRAM.</td>
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<tr>
<td>COMMS 101 - Mass Communication and Society</td>
<td>3.0</td>
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<tr>
<td>COMMS 235 - Introduction to Public Relations</td>
<td>3.0</td>
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<tr>
<td>*WRTG 150 - Writing and Rhetoric</td>
<td>3.0</td>
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**Apply to the major.**

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<tr>
<th>REQUIREMENT 2</th>
<th>Complete 1 course</th>
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<tr>
<td>COMPLETE THE FOLLOWING: (THIS COURSE MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.)</td>
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<tr>
<td>COMMS 300 - Media Ethics, Law and Responsibility</td>
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**After admission to the major, complete three courses from the following:**

| COMMS 311 - Writing for News Media | 1.5 |
| COMMS 312 - Digital Media Production | 1.5 |
| COMMS 313 - Media Design and Graphics | 1.5 |
| COMMS 314 - Intro to Social Media Management | 1.5 |
| COMMS 315 - Intro to SEO and Analytics | 1.5 |
| COMMS 316 - Intro to Social Promotion | 1.5 |

**REQUIREMENT 4 Complete 2 courses**

| COMMS 301 - Mass Media History and Philosophy | 3.0 |
| COMMS 302 - Popular Culture and Media | 3.0 |
| COMMS 351 - Media and Their Audiences | 3.0 |
| COMMS 360 - Communication Management Principles and Theory | 3.0 |
| COMMS 381 - International Media Systems | 3.0 |
| COMMS 382 - Issues in Global Communication | 3.0 |
| COMMS 406 - Media and the First Amendment | 3.0 |
| COMMS 411 - Media Effects | 3.0 |
| COMMS 416 - Media Advocacy and Social Change | 3.0 |
| COMMS 426 - Persuasion in the Media Age | 3.0 |
| COMMS 480 - Media Ethics and Moral Reasoning | 3.0 |
| COMMS 481 - Gender, Race, and Class in the Media | 3.0 |
| COMMS 482 - Media and World Religions | 3.0 |

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<th>REQUIREMENT 5 Complete 7 courses</th>
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<tbody>
<tr>
<td>COMMS 310 - Writing Branded Content</td>
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<td>COMMS 318 - Public Relations Research and Measurement</td>
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<td>COMMS 320 - Public Relations Writing</td>
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<td>COMMS 336 - Strategic Planning and Problem Solving</td>
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<td>COMMS 425 - Strategic Digital Storytelling and Publishing</td>
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<td>COMMS 485 - Strategic Public Relations Campaigns</td>
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<td>*STAT 121 - Principles of Statistics</td>
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<tr>
<th>REQUIREMENT 6 Complete 1 course</th>
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<tr>
<td>ENGL 312 - Persuasive Writing</td>
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<tr>
<td>ENGL 316 - Technical Communication</td>
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<td>M COM 320 - Communication in Organizational Settings</td>
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<td>PHIL 300 - Philosophical Writing</td>
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**REQUIREMENT 7 Complete 1 option**

**INTERNSHIP:**

After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:

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<th>OPTION 7.1 Complete 4.0 hours from the following course(s)</th>
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| COMMS 496R - Academic Internship | 6.0v

**Note:** A C- grade or better in the following prerequisite courses must be achieved before the internship experience: Comms 318, 320, 336.

**REQUIREMENT 8**

Complete a minimum of 72 hours in courses outside of the department while meeting BYU’s University Core requirements.

All PR emphasis students are encouraged to become active members of the Public Relations Student Society of America (PRSSA).

### 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 KBYU-TV, produce universe.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.
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.

### 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 318, 320 and 336. 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.

**MAP DISCLAIMER**

While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

**DEPARTMENT INFORMATION**

School of Communications  
360 Brimhall Building  
Brigham Young University  
Provo, UT 84602

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**ADVISEMENT CENTER INFORMATION**

College of Fine Arts & Communications Advisement Center  
D-444 Harris Fine Arts Center  
Brigham Young University  
Provo, UT 84602  
Telephone: 801-422-3777  
Email: cfacadvise@byu.edu  
Website: cfacadvise.byu.edu