BA in Communications: Public Relations (483634) MAP Sheet
Fine Arts and Communications, School of Communications

For students entering the degree program during the 2020-2021 curricular year.

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 UNIVERSITY CORE/MAJOR QUESTIONS CONTACT THE ADVISEMENT CENTER — FOR CAREER QUESTIONS SEE YOUR FACULTY ADVISOR

Suggested Sequence of Courses

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FOR UNIVERSITY CORE/MAJOR QUESTIONS CONTACT THE ADVISEMENT CENTER — FOR CAREER QUESTIONS SEE YOUR FACULTY ADVISOR

*THESE CLASSES FILL BOTH UNIVERSITY CORE AND MAJOR REQUIREMENTS (9 hours overlap)

**Graduation Requirements:**

Minimum residence hours required 30.0
Minimum hours needed to graduate 120.0

**FRESHMAN YEAR**

1st Semester
- WRTG 150* 3.0
- COMMS 101 3.0
- Religion Cornerstone course 2.0
- General Education courses, and/or general electives 7.0
- Total Hours 15.0

Apply to the major in September or January, after you have completed the prerequisite courses with a "B" or better.

**SOPHOMORE YEAR**

3rd Semester
- COMMS 300 3.0
- COMMS 304 3.0
- STAT 121 3.0
- Religion Cornerstone course 2.0
- General Education courses and/or general electives 4.0
- Total Hours 15.0

4th Semester
- COMMS 318 3.0
- COMMS 336 3.0
- STAT 121 (if still needed) 3.0
- General Education courses and/or general electives 3.0
- COMMS 314, 315 and 316 (chose two)* 3.0
- Total Hours 15.0

**JUNIOR YEAR**

5th Semester
- COMMS 320 3.0
- COMMS 370R (Y Digital Agency) - Optional 3.0
- General Education courses and/or general electives 7.0
- Religion Cornerstone course 2.0
- Total Hours 15.0

6th Semester
- COMMS 425 or 331 3.0
- COMMS elective (COMMS 360 and 351 recommended) 3.0
- COMMS 370R (Y Digital Agency) - Optional 3.0
- Religion elective 2.0
- General Education courses and/or general electives 4.0
- Total Hours 15.0

**SENIOR YEAR**

7th Semester
- COMMS 485 3.0
- COMMS elective (COMMS 360 and 351 recommended) 3.0
- General Education courses and/or general electives 6.0
- Religion elective 2.0
- Total Hours 14.0

8th Semester
- COMMS 490P 4.0-6.0
- Religion elective 2.0
- General Education courses and/or general electives 6.0
- Total Hours 12.0-14.0

*Term classes should be completed within your first semester in the program.

Note: Students are encouraged to complete an average of 15 credit hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate.
All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: WRTG 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

REQUIREMENT 1
Complete 3 courses

NOTE: STUDENTS MUST RECEIVE A B GRADE OR BETTER FROM EACH COURSE TO BE ELIGIBLE TO APPLY FOR ADMISSION TO THE PROGRAM.

COMMS 101 - Mass Communication and Society
COMMS 235 - Introduction to Public Relations
*WRTG 150 - Writing and Rhetoric

Apply to the major.

REQUIREMENT 2
Complete 2 courses

COMPLETE THE FOLLOWING: (THESE COURSES MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.)

COMMS 300 - Media Law and Responsibility
COMMS 304 - Media Ethics: Ethical Decision-Making in a Diverse Society

REQUIREMENT 3
Complete 2 courses

AFTER ADMISSION TO THE MAJOR, COMPLETE TWO COURSES FROM THE FOLLOWING:

COMMS 310 - Writing Branded Content
COMMS 311 - Writing for News Media
COMMS 312 - Digital Media Production
COMMS 313 - Media Design and Graphics
COMMS 314 - Intro to Social Media Management
COMMS 315 - Intro to SEO and Analytics
COMMS 316 - Intro to Social Promotion

REQUIREMENT 4
Complete 2 courses

COMPLETE THE FOLLOWING: (THESE COURSES MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.)

COMMS 302 - Popular Culture and Media
COMMS 351 - Media and Their Audiences
COMMS 360 - Communication Management Principles and Theory
COMMS 381 - International Media Systems
COMMS 382 - Issues in Global Communication
COMMS 406 - Media and the First Amendment
COMMS 411 - Media Effects
COMMS 416 - Media Advocacy and Social Change
COMMS 426 - Persuasion in the Media Age

REQUIREMENT 5
Complete 5 courses

COMMS 318 - Public Relations Research and Measurement
COMMS 320 - Public Relations Writing
COMMS 336 - Strategic Planning and Problem Solving
COMMS 485 - Strategic Public Relations Campaigns
*STAT 121 - Principles of Statistics

REQUIREMENT 6
Complete 1 course

COMMS 321 - News Reporting
COMMS 425 - Strategic Digital Storytelling and Publishing

REQUIREMENT 7
Complete 1 option

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

OPTION 7.1 Complete 4.0 hours from the following course(s)

COMMS 496R - Academic Internship
You may take up to 4 credit hours.

Note: A C- grade or better in the following prerequisite courses must be achieved before the internship experience: Comms 101, 235 and complete the English requirement can apply to the major as early as the second semester of their freshman year.

REQUIREMENT 8
Complete a minimum of 72 hours in courses outside of the department while meeting BYU’s University Core requirements.

RECOMMENDED
IT IS RECOMMENDED THAT PR STUDENTS COMPLETE ONE OF THE FOLLOWING TO FULFILL THE GENERAL EDUCATION ADVANCED WRITING AND ORAL COMMUNICATION REQUIREMENT.

COM 330 - Communication in Organizational Settings
PHL 201 - Philosophical Writing
WRTG 312 - Persuasive Writing
WRTG 316 - Technical Communication

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 School 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 Pre-Comms in order to apply to the major. 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. WRTG 150 or any Advanced Writing Course fulfills this requirement. AP credit does not.
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 opportunities, 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.

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2020-2021 Program Requirements (46 Credit Hours)
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, please see: learningoutcomes.byu.edu.

THE DISCIPLINE:

Public relations is a core management function that adds value to organizations by building mutually beneficial relationships with an organization’s stakeholders through two-way communication. These relationships, built on trust and responsiveness, generate goodwill and safeguard reputation. Communications majors who choose the public relations emphasis will build on the liberal arts foundation of their general education courses as they learn and apply the public relations process, which consists of research, strategic planning, communication, and evaluation.

Students will take classes in research and measurement; strategic planning; public relations writing and earned media techniques; social and digital media research and strategy; content marketing; and communication ethics. The public relations emphasis prepares students with critical skills in analytical thinking, writing, research, campaign planning and management, creative problem solving, and relationship building. Students will also learn to communicate with a wide variety of stakeholders and publics including journalists, social media influencers, consumers, employees, social media communities, community residents, activists, and government.

Along the way, students will have multiple opportunities to apply what they are learning in the classroom as they solve public relations problems for real-world clients. Those who are particularly interested in social and digital media can get involved with Y Digital, an award-winning, student-run, professionally mentored agency that works on projects for local, regional, national and international clients. All students in the emphasis will take a capstone class where they will work together as a team, using everything they have learned, to solve a complex and ambiguous communication problem for a real-world client.

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<th>CAREER OPPORTUNITIES:</th>
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<td>Public relations graduates work in virtually all segments of the public and private sectors throughout the world. Graduates can work as independent consultants or as part of large corporate communication teams for multinational corporations. They can work for small, boutique public relations agencies or large, global public relations and communications marketing firms. They can also work in a variety of industries, including arts and entertainment, financial services, food and beverage, government, education, retail, travel and tourism, healthcare, tech, and nonprofit. Graduates may work as technical communication experts or in strategic management roles. They may also specialize in a variety of practice areas, such as research and evaluation, employee relations, community relations, public affairs, media relations, and digital and social media.</td>
<td>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.</td>
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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.

DEPARTMENT INFORMATION

School of Communications
360 Brimhall Building
Brigham Young University
Provo, UT 84602
Telephone: 801-422-2997

ADVICEMENT 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

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2020-2021