

**Bloomsburg University - Department of Mass Communications
Bachelor of Arts in Mass Communications - Public Relations Option**

Courses	Cr.	Taken:	Courses	Cr.	Taken:
Mass Communications Courses:	34		Group A (Humanities) - 6 Additional credits		
27.110 Mass Communications & Pop Arts	3	_____	1) Major Course 27.110 also counts as Group A		
27.230 Newswriting	3	_____	2) Major Course 27.310 also counts as Group A		
27.310 Media Law & Ethics	3	_____	3) _____	3	_____
27.499 Senior Seminar	1	_____	4) _____	3	_____
27.315 Soc Found Mass Media or 27.398 Res Meth Mass Comm	3	_____	Group B (Social Sciences) - 12 credits		
Public Relations Option:			1) _____	3	_____
27.251 Public Relations Theory & Practice	3	_____	2) _____	3	_____
27.352 Publicity & Public Relations	3	_____	3) _____	3	_____
27.455 Public Relations Cases & Problems	3	_____	4) _____	3	_____
Choose 3 of the following:	9		Group C (Nat. Sci. & Math) - 12 credits		
Any Statistics Course ¹		_____	1) _____	3	_____
27.271 Video Production I		_____	2) _____	3	_____
27.241 On-line Journalism		_____	3) _____	3	_____
90.101 Introduction to Business ¹		_____	4) _____	3	_____
40.121 Principles of Economics ¹		_____			
97.310 Marketing Principles & Practices (40.121 pre-req)		_____	Free Electives:	41	
97.340 Advertising Management (97.310 pre-req)		_____	1) _____	3	_____
Capstone Experience (minimum 1 of the following)²	3		2) _____	3	_____
27.482 Mass Comm Sem, 27.297 Practicum Mass Comm,		_____	3) _____	3	_____
27.497 Intern Mass Comm, any other 300/400 Mass Comm Course		_____	4) _____	3	_____
General Education - Total Credits:	44		5) _____	3	_____
Communication³ - 9 credits			6) _____	3	_____
1) 20.101 Composition 1	3	_____	7) _____	3	_____
2) Major requirement 27.230 fulfills 2nd writing course		_____	8) _____	3	_____
3) _____	3	_____	9) _____	3	_____
Quantitative³ - 3 Credits			10) _____	3	_____
1) _____	3	_____	11) _____	3	_____
Values³ - 3 Credits			12) _____	3	_____
1) _____	3	_____	13) _____	3	_____
Fitness - 2 Credits			14) _____	2	_____
1) _____	1	_____	Optional 09.100 University Seminar⁴	1	_____
2) _____	1	_____	TOTAL CREDITS FOR PROGRAM	120	
			Two Approved Diversity Courses:⁵		
			1) _____		
			2) _____		

Note 1: These courses will also count towards Gen. Ed. Quantitative or Group B, if selected

Note 2: If Capstone taken for more than 3 credits, count extra credits as free electives

Note 3: A maximum of 1 course used for Communication, Quantitative or Values requirement (other than Mass Communications Courses) may be used for Group A, B, or C

Note 4: If 09.100 not taken, then take additional Free Elective Credit.

Note 5: Two of the Major, General Ed. or Elective Courses selected must also qualify as Diversity Courses; see approved list in catalog and consult advisor