

PUBLIC RELATIONS/ADVERTISING/CORPORATE COMMUNICATION
CONCENTRATION

42 out of 120 credits required for degree must be at 300/400 level

GENERAL EDUCATION REQUIREMENTS - 48 CREDITS

Please refer to the approved list of Gen. Ed. courses that appears in the newspaper schedule.

- I. LIBERAL EDUCATION SKILLS - 12 CREDITS CR. GR.
- A. English Composition (3-6 credits)
- Eng 110: Writing I _____ ___ ___
- Eng 111: Writing II _____ ___ ___
- (See back of checksheet)
- B. Mathematics Requirement (3 credits)
- _____ ___ ___
- C. Credits to total 12 in Category I, selected from at least two of the following: Academic Enrichment, COM 140 or 340, Computer Information Science, CSD 465, Elementary Foreign Language, English Composition, Hon 182, Logic, Mathematics, & Communication
- _____ ___ ___
- _____ ___ ___
- II. LIBERAL KNOWLEDGE - 27 CREDITS
- A. **Physical and Biological Sciences** (9 credits) selected from at least two of the following: Biology, Chemistry, Earth Sci., ENVR275, GS411, HON230, Mathematics, Phys. Sci. & Physics.
- _____ ___ ___
- _____ ___ ___
- _____ ___ ___
- B. **Social & Behavioral Science** (9 credits) selected from at least two of the following: Anthropology, CSD 125, CSD 257, Economics, Geography, GS 140, History, HON240, NURS320, Pol. Sci. Psychology, Social Work, Sociology, & Women's Studies.
- _____ ___ ___
- _____ ___ ___
- _____ ___ ___
- C. **Arts & Humanities** (9 credits) selected from at least two of the following: Communication, English Language and Literature, HON 130, Humanities, Intermediate Foreign Language and Cultures, Music, Philosophy and Theatre.
- _____ ___ ___
- _____ ___ ___
- _____ ___ ___
- III. HEALTH AND PERSONAL PERFORMANCE - 3 CREDITS
- A. Health and Wellness (2 credits)
- _____ ___ ___
- B. Personal Performance (1 courses and 1 credit)
- _____ ___ ___
- IV. GEN. ED. ELECTIVES - CREDITS TO TOTAL 48 FROM GEN. ED. Excluding credits from Art. Up to 1 credit from III.B allowed
- _____ ___ ___
- _____ ___ ___
- _____ ___ ___

FLAGS - Record below:

- _____ First Year Values (V)
- _____ Quantitative Reasoning (Q)
- _____ Second Values (S)
- _____ Writing Intensive (W)
- _____ Writing Intensive (W)
- _____ Information Literacy (I)

I. REQUIREMENTS IN MAJOR: 54 CREDITS^{1,2,3}

- A. Communication Core (31 credits) CR. GR.
- COM 100: Intro to Mass Media 3 ___
- COM 110: Intro to Human Communication 3 ___
- COM 113: Public Speaking 3 ___
- COM 140: Writing for Media 3 ___
- COM 270: Intro to Video Production 3 ___
- COM 322: Communication Research 3 ___
- COM 422: Communication Law 3 ___
- Analysis Course⁴ 3 ___
- Co-Op/Internship/Practicum⁵ 3 ___

B. Strategic Communication Concentration (24 credits)

1. Strategic Planning⁶ (9 credits)

- _____ 3 ___
- _____ 3 ___
- _____ 3 ___

2. Organizational Influence & Persuasion⁷ (9 credits)

- _____ 3 ___
- _____ 3 ___
- _____ 3 ___

3. Professional Writing & Graphic Design⁸

- _____ 3 ___
- _____ 3 ___

II. SELECTIVE ELECTIVES: 18 CREDITS

A. Global Communication & Diversity⁹ (9 credits)

- _____ 3 ___
- _____ 3 ___
- _____ 3 ___

B. Integrative & Applied Learning¹⁰ (9 credits)

- _____ 3 ___
- _____ 3 ___
- _____ 3 ___

C. Portfolio¹¹

4. Select from among: COM 281, 324, 331, 333, 334, 339, 410, 421, 423, 424, 427, 430, 431,
5. By advisement for pre-professional development: COOP 313, COM 481, 482
6. Select from among: COM 300, 311, 360, 411, 448
7. Select from among: COM 210, 214, 215, 217, 317, 331, 332, 410, 430
8. Select from among: COM 248, 249, 303, 340, 341, 345, 371, 374, 375, 441, 442, 443, 444, 446, 458, 474
9. Select from among: COM 160, 200, 217, 312, 320, 321, 339, 420, 427; WGS 100; SOC 356, 362; Phil 115, 215, 357; PS 210; PSY 300, 340; Econ 161
10. Nine credits by advisement
11. Senior portfolio by advisement

University Policies Relating to Academic Requirements

- A student is obligated by those requirements which are in effect at the time of his/her matriculation, but if he/she changes majors he/she is obligated by the requirements in effect at the time of the change. If a student has been out of school for more than two years and is readmitted, he/she is treated as a new student for requirement purposes.
- A minimum of 120 credits must be presented for graduation, of which at least 45 of the last 64 credits must have been earned in residence.
- No more than 2 credits of Personal Performance (III.B) may be counted for graduation.
- Upon presentation of form DD 214, the university grants a maximum of 4 credits in Health and Physical Education for active military service of 4 months or more. Credit is normally given for HPE 111 (2 credits) and 2 HPE activity courses of 1 credit each.
- Maximum loads: students with a QPA of 3.0, 21 hours; students in good standing *, 18 hours; students on probation, 15 hours.
*To be in good academic standing, undergraduate students must maintain a minimum quality point average of 2.00 for both semester and cumulative averages.
- After a student has earned a minimum of 30 semester hours of credit and if he/she is in good academic standing he/she may schedule a maximum of six courses or 18 credit hours for Credit-No Record. One such course may be taken each semester. Courses in the student's major may not be taken on a Credit-No Record basis.
- Course credits not to exceed 18 semester hours may be earned by departmental examination at Clarion. Application should be made in the Office of the registrar.
- All candidates for an undergraduate degree must be in good academic standing (i.e., have a cumulative QPA of 2.00).
- Students may take a double major by satisfying the major requirements of two programs within a single degree. For example, one may take a B.A. with majors in English and History. Ordinarily a double major (two majors within one degree) can be effected in 120 hours. Students who have earned their first baccalaureate degree from Clarion University may earn a second baccalaureate degree from a different college of the university or different degree (B.S., B.A., or B.F.A.) within the same college. This can be accomplished by completing all of the requirements of both degrees. In this case, the student will receive two diplomas. Students also may pursue two baccalaureate degrees concurrently by completing all of the requirements of both degrees. Students who have earned their first baccalaureate degree from another institution are responsible for satisfying Clarion University's residence requirements.

Notes:

1. Communication majors must attain the minimum grade requirement of "C" or better in each 300-400 level upper division Communication or graduate level Communication course effective Spring 2003.
2. Students must earn a "C" or better in COM 100, 110, 113, and 140 to continue in upper division 300-400 level COM courses.
3. Students should select a concentration based on career goals.