

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 credits)
 - ENGL 111: Writing II _____ ___ ___
- B. **Mathematics Requirement** (3 credits)
 - _____ ___ ___
- C. Credits to total 12 in Category I, selected from at least two of the following: COM 140 or 340, Computer Information Science, CSD 465, Elementary Foreign Language, English Composition, HON 128, INQ 100, 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., ENVR 275, GS 411, HON 230, 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 & Gender Studies.
 - _____ ___ ___
 - _____ ___ ___
 - _____ ___ ___
- C. **Arts & Humanities** (9 credits) selected from at least two of the following: Art, HON 130, English, Humanities, Intermediate Foreign Language and Cultures, INQ 100, Music, Philosophy, Communication, and Theatre.
 - _____ ___ ___
 - _____ ___ ___
 - _____ ___ ___

III. HEALTH AND PERSONAL PERFORMANCE - 3 CREDITS

- A. **Health and Wellness** (2 credits)
 - _____ ___ ___
- B. **Personal Performance** (1 course 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. MAJOR REQUIREMENTS: 60 CREDITS^{1,2,3} see back of check sheet

- A. **Communication Core** (24 credits) CR. GR.
 - COM 100: Intro to Mass Media ___ ___
 - OR
 - COM 110: Intro to Human Communication ___ ___
 - COM 113: Public Speaking ___ ___
 - COM 140: Writing for Media ___ ___
 - COM 303: Media Production Planning ___ ___
 - COM 450: Career Plan for Com Prof ___ ___
 - COM 481: Practicum ___ ___
 - COM 481/482: Practicum/Internship ___ ___
- B. **PR/ADV/Corp Com Concentration** (30 credits)
 - 1. Strategic Planning¹ (9 credits)
 - _____ ___ ___
 - _____ ___ ___
 - _____ ___ ___
 - 2. Organizational Influence & Persuasion² (9 credits)
 - _____ ___ ___
 - _____ ___ ___
 - _____ ___ ___
 - 3. Professional Writing & Graphic Design³ (6 credits)
 - _____ ___ ___
 - _____ ___ ___
 - 4. Professional Standards & Analysis (6 credits)
 - COM 322: Communication Research ___ ___
 - COM 422: Communication Law ___ ___

II. SELECTED ELECTIVES: 12 CREDITS

- A. **Global Communication & Diversity**⁴ (6 credits)
 - _____ ___ ___
 - _____ ___ ___
- B. **Integrative & Applied Learning**⁵ (6 credits)
 - _____ ___ ___
 - _____ ___ ___
- C. **Portfolio**⁶

¹ Select from among: COM 300, 311, 317, 318, 360, 411, 432, 448
² Select from among: COM 210, 214, 215, 217, 331, 332, 334, 410, 421, 424, 430
³ Select from among: COM 248, 249, 270, 340, 341, 344, 345, 371, 375, 441, 442, 443, 444, 446, 458, 474

⁴ Select from among: COM 160, 200, 312, 320, 321, 339, 420, 427; WGS 100; SOC 356, 362; Phil 115, 215, 357; PS 210; PSY 300, 340; Econ 161
⁵ Six credits by advisement
⁶ 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 30 of the last 60 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 for DD 214, the university grants a maximum of 4 credits in Health and Physical Education for active military service of 6 months or more. Credit is normally given for NFSS 111 (2 credits) and 2 activity hours of 1 credit each.
- Maximum loads: Students with a GPA of 3.0, 21 hours; students in good standing*, 18 hours; students on probation, 15 hours.
 - * To be in good standing, undergraduate students must maintain a minimum cumulative grade point average of 2.0.
- 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 of 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.
- All candidates for an undergraduate degree must be in good academic standing (i.e., have a cumulative GPA of 2.0).
- Students may earn two degrees (B.A., B.S., BSED, BSBA), simultaneously or in sequence, by completion of 30 approved credits hours beyond those taken for one degree.
- Students may take a double major by satisfying the major requirements of two programs within a single degree. Ordinarily a double major (two majors within one degree) can be effected in 120 hours, but it is not possible to take two majors in different degree programs (e.g., B.S. in Biology and BSED in Biology) unless the 30 hour requirement for a second degree, referred to in the preceding statement, is satisfied.
- Students may obtain teacher certification in conjunction with many degrees by completing the required course work in professional education. For more information, contact the Dean of the College of Arts, Education and Sciences, or the Director of Education. With careful course selection, ordinarily no more than 120 credits will be required.

Academic Policy information can be found on the Registrar's web page at the following link:

<http://www.clarion.edu/academics/registrars-office/academic-policies/index.html>

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.