

B.S. in Communication

Concentration: Public Relations

Suggested Course Guide
(2024-2025 Catalog)



First Year

Fall Semester				Spring Semester			
Course Prefix	Course #	Course Title	Hours	Course Prefix	Course #	Course Title	Hours
C1 (ENGL)	101	Composition	3	C1 (ENGL)	202	Writing & Critical Inquiry	3
P3 (History)	---	---	3	C3 (COMM)	201	Foundations of Communication	3
C4 (Wellness)	---	---	3	Freshmen Seminar	190	Media Literacy	3
C2 (Math)	---	---	3	P4 (Humanities)	---	---	3
P1 (Social Science)	---	---	3	COMM	240	Writing for Communication	3
TOTAL:			15	TOTAL:			15

Second Year

Fall Semester				Spring Semester			
Course Prefix	Course #	Course Title	Hours	Course Prefix	Course #	Course Title	Hours
COMM	301, 312, 345, 415	ELECT	3	COMM	296	Seminar in Professional Development	3
C5 (Science)	---	---	3	P1 (Social Science)	---	---	3
P6 (World Culture)	---	---	3	C5 (Science)	---	---	3
COMM	260	Intro to Public Relations	3	P5 (Fine & Performing Art)	---	---	3
COMM	204	Visual COMM Design	3	COMM	350	COMM Theory	3
TOTAL:			15	TOTAL:			15

Third Year

Fall Semester				Spring Semester			
Course Prefix	Course #	Course Title	Hours	Course Prefix	Course #	Course Title	Hours
COMM	301, 312, 345, 415	ELECT	3	COMM	---	ELECT	3
COMM	303	PR Writing	3	COMM	307, 346, 400, 414, 493, 494	ELECT	3
COMM	365	PR Case Studies	3	COMM	460	PR Campaigns	3
Course for Minor	---	---	3	Course for Minor	---	---	3
Elective	---	---	3	Course for Minor	---	---	3
TOTAL:			15	TOTAL:			15

Summer Junior Year

Summer 1				Summer 2			
Course Prefix	Course #	Course Title	Hours	Course Prefix	Course #	Course Title	Hours
COMM	483	Internship*	3				

*A student must be in good standing and have completed 90 semester hours before doing an internship.

Fourth Year

Fall Semester				Spring Semester			
Course Prefix	Course #	Course Title	Hours	Course Prefix	Course #	Course Title	Hours
COMM	496	Senior Seminar in Professional Development	1	Elective	---	---	3
Course for Minor	---	---	3	Elective	---	---	3
Course for Minor	---	---	3	Elective	---	---	3
Course for Minor	---	---	3	Elective	---	---	3
Elective	---	---	3				
Elective	---	---	3				
TOTAL:			16	TOTAL:			12

Total Hours Required for Degree: 120

Become a Communication Major: The student must have a minimum overall GPA of 2.0. First-semester freshman and transfer students can declare without an established GPA and are required to obtain such at the end of their first semester.

Required Pre-requisites: All students must complete COMM 240 as a prerequisite to upper-level communication writing classes.

Program Completion: Students must pass with a grade of C (2.00) or better in all required courses for the communication degree program. To complete the degree, a total of 38 additional hours are required, **including a minor, second communication concentration, second major,** or other approved program and student-selected general electives. At least 30 hours taken at WCU must be at the junior-senior level to meet one of the general university degree requirements.