

# B.S. Communication Advertising & PR emphasis

General Education Requirements for all Bachelor's degrees

Quality Enhancement Plan (QEP) Requirement

Item #	Title	credits
COMM 110	Communication Media	3
COMM 115	Group Communication	3
COMM 127	Graphic Design	3
COMM 137	Mobile and Emerging Media Production	3
COMM 224	Photography	3
COMM 233	Interpersonal Communication	3
COMM 241	Public Relations	3
COMM 261	Media Writing I	3
COMM 335	Persuasion	3
COMM 343	Visual Communication	3
COMM 351	Advertising	3
COMM 361	Media Writing II	3
COMM 381	Development	3
COMM 431	Media Law and Ethics	3
COMM 442	PR Campaign Planning and Execution	3
COMM 451	Communication Theory	3
COMM 481	Senior Portfolio Seminar	1
Total credits:		49