

# Strategic, Legal & Management Communication - Public Relations (B.A.)

The Strategic Communication major emphasizes comprehensive, goal-directed communication across multiple platforms designed to reach target audiences. Courses in the Public Relations track focus on developing and sustaining mutually beneficial relationships between an organization and its public. Student opportunities include the D. Parke Gibson Chapter of the Public Relations Student Society of America (PRSSA) as well as the Howard Entertainment Program.

## Freshman Year First Semester

Item #	Title	Credits
SCOM 102	Intro Comm Prof. Dev	1
SCOM 120	Digital Media Literacy	3
	English Writing Course	3
	Physical Education (Active)	1
	Math Requirement	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Humanities Elective	3
	<b>Sub-Total Credits</b>	<b>17</b>

## Freshman Year Second Semester

Item #	Title	Credits
SCOM 130	Ethical Issues in Comm.	3
SLMC 101	Principles of Speech	3
	English Writing Course	3
	U.S. History Elective	3
	Physical Education (Active)	1
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	<b>Sub-Total Credits</b>	<b>16</b>

## Sophomore Year First Semester

Item #	Title	Credits
MJFC 100	Fundamentals of Journalism	1
MJFC 101	Intro to Mass Communications	3
	English Elective (009 and Above)	3
	Philosophy Elective	3
ECON 001	Principles of Economics I	3
SOCI 001	Introduction to Sociology	3
	<b>Sub-Total Credits</b>	<b>16</b>

## Sophomore Year Second Semester

Item #	Title	Credits
SLMC 210	Intro to Strategic Communication	3
SLMC 203	Principles of Persuasion	3
	Communication Elective	3
ECON 002	Principles of Economics II	3
	Political Science Elective (Options: Courses in code POLS)	3
	<b>Sub-Total Credits</b>	<b>15</b>

## Junior Year First Semester

Item #	Title	Credits
SLMC 301	Intercultural/International Communication	3
SLMC 311	Basic PR Writing	3
SLMC 351	Advanced Public Speaking	3
	African Diasporic Cluster	3
	General Elective (Options: To be determined in consultation with advisor)	3
	<b>Sub-Total Credits</b>	<b>15</b>

## Junior Year Second Semester

Item #	Title	Credits
SLMC 312	Advanced PR Writing	3
SLMC 313	Public Affairs Planning & Management	3
	Psychology Requirement	3
	Fine Arts Elective (3)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	<b>Sub-Total Credits</b>	<b>15</b>

## Senior Year First Semester

Item #	Title	Credits
SLMC 410	Social Media & Integrated Marketing.	3
SLMC 491	CapComm Lab	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective (Options: To be determined in consultation with advisor)	3
	General Elective 1 Credit (Options: To be determined in consultation with advisor)	1
	<b>Sub-Total Credits</b>	<b>13</b>

## Senior Year Second Semester

Item #	Title	Credits
SLMC 401	Practicum-Internship: Public Relations (PR)	1
	Communication Elective	3
	Social Science Elective	3
	General Elective Requirement (Options: To be determined in consultation with advisor)	3
	General Elective Requirement (Options: To be determined in consultation with advisor)	3
	<b>Sub-Total Credits</b>	<b>13</b>
	<b>Total credits:</b>	<b>120</b>

## Category Descriptions

### English Writing Course

ENGW 101, 102, or 104 First Semester

ENGW 103 or 105 Second Semester

### Physical Education (Active)

### Math Requirement

### World Language and Culture Requirement (Options: See Elective Group Descriptions)

Foreign Language - Amharic*	3
Foreign Language - Arabic*	3
Foreign Language - Chinese*	3
Foreign Language - French*	3
Foreign Language - German	3
Foreign Language - Haitian Creole* (Options: Courses under code HACR)	3
Foreign Language - Spanish*	3
Foreign Language - Swahili*	3
Foreign Language - Wolof*	3

### Humanities Elective

### U.S. History Elective

Courses under subject code HIST

## English Elective (009 and Above)

## Philosophy Elective

May take PHIL 051, 053, or 055.

PHIL 051	Principles of Reasoning	3
PHIL 055/057	Intro to Philosophy	3

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## Communication Elective

## Political Science Elective (Options: Courses in code POLS)

## African Diasporic Cluster

African Studies Elective (Options: Courses under subject code AFST) 3

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## General Elective (Options: To be determined in consultation with advisor)

## Psychology Requirement

## Fine Arts Elective (3)

## General Elective (Options: To be determined in consultation with advisor)

## General Elective 1 Credit (Options: To be determined in consultation with advisor)

## Social Science Elective

## General Elective Requirement (Options: To be determined in consultation with advisor)

Courses level 000 to 299 in identified subject for Minor