

COMMUNICATION IN PUBLIC RELATIONS OPTION MAJOR, BACHELOR OF ARTS (BA)

Students seeking a degree in Communication in Public Relations Option must complete the Foundation and Core Area requirements for the BA in Communications Studies, plus the Public Relations Option requirements.

Notes:

- CMST 200 cannot be taken for credit towards the Communication Studies Majors;
- two years of a single high school foreign language or one year of a single college-level foreign language is required.

Grade Requirements: a minimum cumulative GPA ≥2.0 by graduation.

A. Required Communication Foundation Credits

CMST 201	PUBLIC SPEAKING	5
CMST 208	MASS MEDIA AND THE INFORMATION SOCIETY	5
CMST 309	COMMUNICATION AND INFORMATION	5
CMST 330	INTEGRATED METHODS FOR COMMUNICATION RESEARCH	5
or CSBS 320	STATISTICS FOR THE SOCIAL SCIENCES	

B. Required Upper Division Core Credits—choose three 400-level classes 15

Note: any course used in Section B cannot count in Section D.

Note: the following classes cannot count in this section: CMST 480, CMST 481 or CMST 495, CMST 499.

CMST 400	MESSAGE DESIGN	
CMST 410	LANGUAGE AND SOCIAL INTERACTION	
CMST 411	NEGOTIATION SKILLS AND STRATEGIES	
CMST 413	COMMUNICATION AND PERSONAL RELATIONSHIPS	
CMST/GWSS 416	GENDER AND MEDIA	
CMST 418	TOPICS IN SEMIOTICS	
CMST/GWSS 419	SEX, SEXUALITY AND COMMUNICATION	
CMST 420	HEALTH COMMUNICATION	
CMST 430	COMMUNICATION IN ORGANIZATIONS	
CMST 431	COMMUNICATION LAW AND ETHICS	
CMST 432	MEDIA SYSTEMS AND COMMUNICATION TECHNOLOGY	
CMST/ENTP 433	LEADERSHIP, INNOVATION AND SUSTAINABILITY	
CMST 437	SPORTS AND LEADERSHIP	
CMST 439	TOPICS IN LEADERSHIP AND STRATEGIC COMMUNICATION	
CMST 450	RHETORICAL THEORY AND CRITICISM	
CMST 451	ARGUMENTATION AND PERSUASION	
CMST 452	CULTURAL STUDIES	
CMST 458	TOPICS IN IMAGE, MESSAGES AND MEANING	
CMST 463	ENTERTAINMENT PUBLIC RELATIONS	
CMST 464	PUBLIC RELATIONS CAMPAIGNS	

CMST 465	MEDIA RELATIONS	
CMST 466	PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP	
CMST 475	ELECTRONIC SURVEILLANCE AND PRIVACY	
CMST/GWSS 482	GENDER, COMMUNICATION AND POLITICS	
CMST 496	EXPERIMENTAL COURSE	
CMST 497	WORKSHOP, SHORT COURSE, CONFERENCE, SEMINAR	
CMST 498	SEMINAR	

C. Public Relations Option Requirements

CMST 461	INTRODUCTION TO PUBLIC RELATIONS THEORY	5
CMST 462	ADVANCED PUBLIC RELATIONS THEORY	5
JRNM 209	MEDIA WRITING	5
or JRNM 332	NEWS WRITING	
or CMST 319	INTRODUCTION TO PUBLIC RELATIONS WRITING	
JRNM 453	PUBLIC RELATIONS WRITING	5
or CMST 465	MEDIA RELATIONS	

D. Public Relations Specialty—choose 4-6 credits of the following 4-6

Note: any course used in Section D cannot count in Section B or C.

CMST 239	TOPICS IN PUBLIC RELATIONS	
CMST 241	EVENT PLANNING AND LOGISTICS	
CMST 335	CONFERENCE MANAGEMENT	
CMST 337	FOUNDATIONS OF SOCIAL MEDIA	
CMST 338	SOCIAL MEDIA PLATFORMS AND PLANNING	
CMST 339	TOPICS IN PUBLIC RELATIONS	
CMST 349	SUCCESSFUL FUNDRAISING	
CMST 463	ENTERTAINMENT PUBLIC RELATIONS	
CMST 464	PUBLIC RELATIONS CAMPAIGNS	
CMST 465	MEDIA RELATIONS	
CMST 466	PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP	

E. Design/Technology—choose one of the following 4-5

* These classes are face-to-face only.

DESN 100	DRAWING FOR COMMUNICATION (*)	
DESN 216	DIGITAL FOUNDATIONS	
DESN 338	USER EXPERIENCE DESIGN 1	
DESN 350	DIGITAL PHOTOGRAPHY (requires advisor consultation*)	
DESN 360	PUBLICATION DESIGN (*)	
DESN 368	WEB DESIGN 1	
DESN 375	DIGITAL VIDEO (requires advisor consultation*)	

F. The STAR Component (STudy/Act/Reflect)—please see STAR Component Coordinator, Dr. Shields for any additional information.

Note: A minimum of 10 credits of CMST Coursework at EWU must be taken before beginning the STAR component. Written and oral reports on the STAR experience must be completed successfully.

This requirement can be satisfied by: • A CMST or required JRNM class that has a built-in engagement component; • An internship; • Employment or volunteer activities.

Senior Capstone Requirement

CMST 490	SENIOR CAPSTONE	5
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Total Credits 68-71

University Competencies and Proficiencies

English (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#newitemtext>)
Quantitative and Symbolic Reasoning (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#mathcompproficienciestext>)
Placement and Clearance Exams (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#placement/>)
Prior Learning/Sources of Credit AP, CLEP, IB (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#prior-learning/>)

SOAR (<https://soar.ewu.edu/selfservice/general/home.html>) calculates based on these two catalog years.

1. The catalog *in effect at the student's first term* of current matriculation is used to determine **BACR** (Breadth Area Credit Requirements) and **UGR** (Undergraduate Graduation Requirements).
2. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

General Education Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#generaleducationrequirementsger>) (**GER**)

- Minimum Credits—180 cumulative credit hours
 - 60 upper-division credits (300 level or above)
 - 45 credits in residence (attendance) at Eastern, with at least 15 upper-division credits in major in residence at Eastern
- Minimum Cumulative GPA ≥ 2.0

Breadth Area Core Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#generaleducationcorerequirementsgecr>) (**BACR**)

Humanities and Arts (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#humanitiesandfineartsgecr>)
Natural Sciences (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#naturalsciencesgecr>)
Social Sciences (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#socialsciencesgecr>)

University Graduation Requirements (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#universitygraduationrequirementsugr>) (**UGR**)

Diversity Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#cultureandgenderdiversityintheuslisttext>)
Foreign Language (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#foreignlanguageugrtext>) (for Bachelor of Arts)
Global Studies Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#internationalstudiesrequirementtext>)
Minor or Certificate (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#majorminororcertificateugrtext>)
Senior Capstone Course List (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#capstonecourselisttext>)

All admitted students must officially Declare a Major (<https://inside.ewu.edu/center-for-academic-advising-and-retention/academic-planning-tools/declare-your-major/>) by the time they reach 90 credits (junior standing).

Application for Graduation (use EagleNET (<https://inside.ewu.edu/eaglenet/>)) must be made at least two terms in advance of the term you expect to graduate (undergraduate and post-baccalaureate).

Use the Catalog Archives (<https://catalog.ewu.edu/archives/>) to determine two important catalog years (<http://catalog.ewu.edu/archives/2021-2022/undergraduate-degree/#activecatalogrulettext>).

Students who earn a Communications BA in Public Relations at EWU should be able to:

- craft compelling written messages;
- deliver an effective public speech;
- demonstrate the ability to design or conduct sound communication research;
- develop a campaign plan that effectively applies public relations strategies.
- use communication theories to critically analyze the characteristics of mediated messages.