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.

Note:

- 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	PERSUASION
CMST 452	CULTURAL STUDIES
CMST 458	TOPICS IN IMAGE, MESSAGES AND MEANING
CMST 463	ENTERTAINMENT PUBLIC RELATIONS
CMST 464	PUBLIC RELATIONS CAMPAIGS
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 463	ENTERTAINMENT PUBLIC RELATIONS
CMST 464	PUBLIC RELATIONS CAMPAIGNS
CMST 465	MEDIA RELATIONS
CMST 466	PUBLIC RELATIONS IN BUSINESS AND FOR ENTREPRENEURSHIP
CMST 467	SUCCESSFUL FUNDRAISING

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	ZINE AND 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
Total Credits		**68-71**

University Competencies and Proficiencies

English (http://catalog.ewu.edu/undergraduate-degree/#newitemtext)

Quantitative and Symbolic Reasoning (http://catalog.ewu.edu/undergraduate-degree/#mathcompproficienciestext)

Placement and Clearance (http://catalog.ewu.edu/placement/)

Prior Learning/Sources of Credit AP, CLEP, IB (http://catalog.ewu.edu/prior-learning/)

General Education Requirements (http://catalog.ewu.edu/undergraduate-degree/#generaleducationrequirementstext) (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 (BACR)

Humanities and Arts (http://catalog.ewu.edu/undergraduate-degree/#humanitiesandfineartsgecrtext)

Natural Sciences (http://catalog.ewu.edu/undergraduate-degree/#naturalsciencesgecrtext)

Social Sciences (http://catalog.ewu.edu/undergraduate-degree/#socialsciencesgecrtext)

University Graduation Requirements (http://catalog.ewu.edu/undergraduate-degree/#universitygraduationrequirementstext) (UGR)

Diversity Course List (http://catalog.ewu.edu/undergraduate-degree/#cultureandgenderdiversityintheuslisttext)

Foreign Language (http://catalog.ewu.edu/undergraduate-degree/#foreignlanguageugrtext) (for Bachelor of Arts)

Global Studies Course List (http://catalog.ewu.edu/undergraduate-degree/#internationalstudiesrequirementtext)

Minor or Certificate (http://catalog.ewu.edu/undergraduate-degree/#majorminororcertificateugrtext)

Senior Capstone Course List (http://catalog.ewu.edu/undergraduate-degree/#capstonecourselisttext)

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).

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Use the Catalog Archives (https://catalog.ewu.edu/archives/) to
 determine two important catalog years (http://catalog.ewu.edu/
undergraduate-degree/#activecatalogruletext).
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Degree Works (https://inside.ewu.edu/records-and-registration/
degree-works/) calculates based on these two catalog years.
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a. 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).

b. The catalog *in effect at the time the student declares a major or minor* is used to determine the program requirements.

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

- 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.