

BA in Communications: Public Relations (483634) MAP Sheet

Fine Arts and Communications, School of Communications

For students entering the degree program during the 2021-2022 curricular year.

This is a limited-enrollment program requiring school admissions approval. Please see the college advisement center for information on requirements to enter this program.

Admission to degree program: Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school's website (<http://comms.byu.edu>) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.



University Core and Graduation Requirements	Suggested Sequence of Courses																																																																																																																																																																																														
<p>University Core Requirements:</p> <table border="0"> <thead> <tr> <th style="text-align: left;">Requirements</th> <th style="text-align: center;">#Classes</th> <th style="text-align: center;">Hours</th> <th style="text-align: left;">Classes</th> </tr> </thead> <tbody> <tr> <td colspan="4">Religion Cornerstones</td> </tr> <tr> <td>Teachings and Doctrine of The Book of Mormon</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2.0</td> <td>REL A 275</td> </tr> <tr> <td>Jesus Christ and the Everlasting Gospel</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2.0</td> <td>REL A 250</td> </tr> <tr> <td>Foundations of the Restoration</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2.0</td> <td>REL C 225</td> </tr> <tr> <td>The Eternal Family</td> <td style="text-align: center;">1</td> <td style="text-align: center;">2.0</td> <td>REL C 200</td> </tr> <tr> <td colspan="4">The Individual and Society</td> </tr> <tr> <td>American Heritage</td> <td style="text-align: center;">1-2</td> <td style="text-align: center;">3-6.0</td> <td>from approved list</td> </tr> <tr> <td>Global and Cultural Awareness</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.0</td> <td>from approved list</td> </tr> <tr> <td colspan="4">Skills</td> </tr> <tr> <td>First Year Writing</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.0</td> <td>WRTG 150*</td> </tr> <tr> <td>Advanced Written and Oral Communications</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.0</td> <td>from approved list</td> </tr> <tr> <td>Quantitative Reasoning</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3-4.0</td> <td>from approved list</td> </tr> <tr> <td>Languages of Learning (Math or Language)</td> <td style="text-align: center;">1</td> <td style="text-align: center;">3.0</td> <td>STAT 121*</td> </tr> <tr> <td colspan="4">Arts, Letters, 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BA in Communications: Public Relations (483634)

2021-2022 Program Requirements (46 Credit Hours)

All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: WRTG 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

REQUIREMENT 1 Complete 3 courses

NOTE: STUDENTS MUST RECEIVE A B GRADE OR BETTER FROM EACH COURSE TO BE ELIGIBLE TO APPLY FOR ADMISSION TO THE PROGRAM.

COMMS 101 - Mass Communication and Society	3.0
COMMS 235 - Introduction to Public Relations	3.0
*WRTG 150 - Writing and Rhetoric	3.0

Apply to the major.

REQUIREMENT 2 Complete 2 courses

COMPLETE THE FOLLOWING: (THESE COURSES MAY BE TAKEN DURING THE SEMESTER IN WHICH STUDENTS APPLY FOR ADMISSION TO THE MAJOR.)

COMMS 300 - Media Law and Responsibility	3.0
COMMS 304 - Media Ethics: Ethical Decision-Making in a Diverse Society	3.0

REQUIREMENT 3 Complete 2 courses

COMMS 301 - Mass Media History and Philosophy	3.0
COMMS 302 - Popular Culture and Media	3.0
COMMS 351 - Media and Their Audiences	3.0
COMMS 360 - Communication Management Principles and Theory	3.0
COMMS 381 - International Media Systems	3.0
COMMS 382 - Issues in Global Communication	3.0
COMMS 406 - Media and the First Amendment	3.0
COMMS 411 - Media Effects	3.0
COMMS 416 - Media Advocacy and Social Change	3.0
COMMS 426 - Persuasion in the Media Age	3.0
COMMS 480 - Media Ethics and Moral Reasoning	3.0
COMMS 481 - Gender, Race, and Class in the Media	3.0
COMMS 482 - Media and World Religions	3.0

REQUIREMENT 4 Complete 7 courses

COMMS 318 - Public Relations Research and Measurement	3.0
COMMS 320 - Public Relations Writing	3.0
COMMS 333 - Social and Digital Media in Public Relations	3.0
COMMS 350 - Visual Communication in Public Relations	3.0
COMMS 436 - Public Relations Strategy	3.0
COMMS 485 - Public Relations Campaigns	3.0

*STAT 121 - Principles of Statistics 3.0

REQUIREMENT 5 Complete 1 option

INTERNSHIP:

After consulting with an advisor, complete an internship in conjunction with 4 hours of the following:

OPTION 5.1 Complete 4.0 hours from the following course(s)
COMMS 496R - Academic Internship 6.0v
You may take up to 4 credit hours.

Note: A C- grade or better in the following prerequisite courses must be achieved before the internship experience: Comms 318, 333, 320 & 350.

REQUIREMENT 6

Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.

RECOMMENDED

IT IS RECOMMENDED THAT PR STUDENTS COMPLETE ONE OF THE FOLLOWING TO FULFILL THE GENERAL EDUCATION ADVANCED WRITING AND ORAL COMMUNICATION REQUIREMENT. STUDENTS WHO WANT MORE WRITING EXPERIENCE SHOULD TAKE COMMS 321 AFTER TAKING COMMS 320. THIS IS A VALUABLE ENHANCEMENT CLASS, BUT THE CREDITS DO NOT COUNT TOWARDS PUBLIC RELATIONS PROGRAM REQUIREMENTS.

COMMS 321 - News Reporting	3.0
M COM 320 - Communication in Organizational Settings	3.0
PHIL 300 - Philosophical Writing	3.0
WRTG 312 - Persuasive Writing	3.0
WRTG 316 - Technical Communication	3.0

All PR emphasis students are encouraged to become active members of the Public Relations Student Society of America (PRSSA).

GENERAL INFORMATION:

Working under faculty direction, students in the school edit and publish the Universe as a laboratory newspaper for the campus, produce daily television newscasts on KBYU-TV, produce universe.byu.edu for the Internet, plan advertising and public relations campaigns, solve media sales and management problems, and use "new media" in diverse situations.

The School of Communications sponsors the International Media Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners of other nations are also brought to campus as lecturers and visiting

experts.

The School encourages early admission. Students who enroll in Comms 101, 235 and complete the English requirement can apply to the major as early as the second semester of their freshman year.

SCHOOL REQUIREMENTS:

1. Each student must be Pre-Comms in order to apply to the major. Contact the college advisement center for admission requirements, or comms.byu.edu.
2. All students must take a campus writing course before applying for admission to the major. WRTG 150 or any Advanced Writing Course fulfills this requirement. AP credit does not.
3. Complete a minimum of 72 hours in courses outside of the department, while meeting BYU's University Core requirements.
4. Every student is required to complete an internship. Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from a faculty advisor, before processing appropriate documents with the Internship Office (280 BRMB), and without being enrolled in Comms 496R.

5. In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review.
- See the School of Communications in 360 BRMB.
6. For program objectives, please see: learningoutcomes.byu.edu.

THE DISCIPLINE:

Public relations is a core management function that adds

BA in Communications: Public Relations (483634)

2021-2022

value to organizations by building mutually beneficial relationships with an organization's stakeholders through two-way communication. These relationships, built on trust and responsiveness, generate goodwill and safeguard reputation. Communications majors who choose the public relations emphasis will build on the liberal arts foundation of their general education courses as they learn and apply the public relations process, which consists of research, strategic planning, communication, and evaluation.

Students will take classes in research and measurement; strategic planning; public relations writing and earned media techniques; social and digital media research and strategy; content marketing; and communication ethics. The public relations emphasis prepares students with critical skills in analytical thinking, writing, research, campaign planning and management, creative problem solving, and relationship building. Students will also learn to communicate with a wide variety of stakeholders and publics including journalists, social media influencers, consumers, employees, social media communities, community residents, activists, and government.

Along the way, students will have multiple opportunities to apply what they are learning in the classroom as they solve public relations problems for real-world clients. Those who are particularly interested in social and digital media can get involved with Y Digital, an award-winning, student-run, professionally mentored agency that works on projects for local, regional, national and international clients. All students in the emphasis will take a capstone class where they will work together as a team, using everything they have learned, to solve a complex and ambiguous communication problem for a real-world client.

CAREER OPPORTUNITIES:

Public relations graduates work in virtually all segments of the public and private sectors throughout the world. Graduates can work as independent consultants or as part of large corporate communication teams for multinational corporations. They can work for small, boutique public relations agencies or large, global public relations and communications marketing firms. They can also work in a variety of industries, including arts and entertainment, financial services, food and beverage, government, education, retail, travel and tourism, healthcare, tech, and nonprofit. Graduates may work as technical communication experts or

digital and social media.

OFF-CAMPUS PROFESSIONAL INTERNSHIPS:

Internships must be arranged with the approval of students' faculty advisors. Students are required to complete 280 hours on an internship. Such an internship must be under the supervision of a full-time public relations practitioner. Prerequisites for the internship are Comms 318, 320 and 336. Internships on campus must be specifically approved by the faculty advisor well in advance. Not all campus internships fill the requirement. Students must have C- or better in all internship prerequisite classes.

FACULTY ADVISOR:

Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

MAP DISCLAIMER

While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.

DEPARTMENT INFORMATION

School of Communications

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Brigham Young University
Provo, UT 84602
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ADVISEMENT CENTER INFORMATION

College of Fine Arts & Communications Advisement Center
D-444 Harris Fine Arts Center
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