

## BACHELOR OF SCIENCE MEDIA & COMMUNICATION PUBLIC RELATIONS CONCENTRATION

### GENERAL EDUCATION REQUIREMENTS

#### Competencies

<input type="checkbox"/>	♦ Basic College Math
<input type="checkbox"/>	♦ Reading Comprehension

#### ♦ General Education Categories (34-35 credits total)

♦FYS	First Year Seminar			3	
♦W-I	Written Communication - Level I			3	
♦OC	Oral Communication			3	
PGR	Personal Growth & Responsibility			3	
CEA	Creative Expression & Appreciation			3	
WC	World Cultures			3	
HP	The Human Past			3	
CS	Contemporary Society			3	
SR	Scientific Reasoning:	# Any SR course		3-4	
		# SR Lab course		4	
QR	Quantitative Reasoning			3	

#### ‡ Written Communication (Level II and Level III) ) and Diversity, Power Dynamics and Social Justice

W-II	Written Communication - Level II				<input type="checkbox"/>
W-III	Written Communication - Level III				<input type="checkbox"/>
DPDS	Diversity, Power Dynamics and Social Justice				<input type="checkbox"/>

#### Free Electives (21 credits minimum)

May be necessary to take additional credits to attain the minimum 120 credits required for graduation depending on choices made for general education or minor selection.


### COURSES IN MAJOR (46 credits total)

#### Major Core Courses (15 credits)

MCO	100	Media in Our Lives	3	
MCO	105	Precision Writing in Comm.	3	
MCO	220	Media Literacy	3	
MCO	235	Multimedia Storytelling	3	
MCO	250	Engaging Audiences	3	

#### Public Relations Concentration Courses (18 credits)

MCO	249	How Public Relations Works	3	
MCO	255	PR in Social Advocacy	3	
MCO	300	Research Methods	3	
MCO	351	Public Relations Writing I	3	
MCO	390	PR Campaigns	3	
MCO	450	Public Relations Writing II	3	

#### Major Electives (3 credits)

**+Choose any one MCO course from below list.**

MCO			3	
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#### Concentration Capstone Courses (3 credits)

MCO	510	Experiential Learning in Advertising and PR	3	
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#### Major Capstone Courses (7 credits)

MCO	350	Junior Career Seminar	3	
MCO	499	Senior Portfolio	1	
MCO	505	Internship in Communications	3	

#### ++Required Minor: \_\_\_\_\_ (15-18 credits)


♥ Students may choose to use support courses to satisfy general education categories but may not be required to do so. **Note:** If a course is used to satisfy two or more requirements (for example, a support course and Scientific Reasoning requirement), the credits are counted in only one place. Using a course to satisfy more than one requirement does **not** reduce the credit total required for graduation.

♣ Courses used to satisfy the general education requirements of the university must be taken from a minimum of six different academic disciplines. First Year Seminar and Level I Written Communications courses are exempt from this restriction. Courses may not be used to fulfill both major discipline and general education requirements.

# These Scientific Reasoning General Education Category courses do not have to be a sequence or be from the same discipline.

‡ Level II and Level III Written Communications Courses may be used to satisfy requirements anywhere else in a student's program of study where they may apply. The credits are counted only in one area.

+ Choose any one MCO course from this list: MCO 260, MCO 305, MCO 335, MCO 355, MCO 456, MCO 466.

++ Students who transfer in at least 60 credits are exempt from the minor requirement.

♦ COMPETENCIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

♦ GENERAL EDUCATION CATEGORIES - TO BE COMPLETED WITHIN THE FIRST 30 CREDITS

Exceptions in the timing of courses will be made for transfer students.

**Total credits for graduation: 120**

**Effective: 9/2020**