



FOUNDATIONS

Writing. Complete ONE Group:

WRT 101 and WRT 102 or
WRT 106, 107, and WRT 108 or
WRT 109H with a grade of C or higher

Writing Emphasis: Complete PR 317 or COMM 300

Math:

SBS 200: Intro to Statistics for Social Sciences or
Approved Statistics Course

Second Language: 4th Semester Proficiency

GENERAL EDUCATION

Entry Course: (1 unit)

UNIV 101 _____

Exploring Perspectives: (12 units)

Artist: (3 units)

Humanist: (3 units)

Natural Scientist: (3 units)

Social Scientist: (3 units)

Building Connections: (6 units)

Civic Institutions: (3 units)

Capstone Course: (1 unit)

UNIV 301 _____

SBS CORE

Explore SBS: (3 units)

Connect to Culture: (3 units)

Skill Up: (1 unit)

DOUBLE MAJOR AGREEMENT

PR & COMM have approved double use of the following courses in both majors:

- SBS 200 or Approved Statistics Course.
- PR & COMM Courses – Up to 15 units. Referring to the courses in **RED**.

B.A. PUBLIC RELATIONS

Public Relations Core I (18 units). Take ALL:

Prerequisite: Admission to the major.

- PR 201 – Intro to PR _____
- PR 205 – PR Ethics & Law _____
- PR 317 – Strategic Writing for PR _____
 - Add't prerequisite includes PR 201
- PR 328 – PR Research Methods & Techniques _____
 - Add't prerequisite includes PR 201
- PR 421 – PR Campaigns _____
 - Add't prerequisite includes PR 317 & 328
- PR 393 (Internship) or PR 425 (Student Run Agency) _____
 - Add't prerequisite for PR 393 includes PR 201
 - Add't prerequisite for PR 425 includes PR 201 and PR 317

Public Relations Core II Statistics (4 units):

Course approved for double use.

- **SBS 200 or Approved Statistics Course**

PR Electives (18 units). Take SIX:

See PR Electives and COMM Courses below for options.

FIVE courses can be allowed for double use.

PR Electives (Take SIX)

Prerequisite: Admission to the major.

See B.A. COMMUNICATION section below for additional course options.

- PR 202 – Sports & Entertainment PR. **Also, COMM Elective**
- PR 203 – Nonprofit PR. **Also, COMM Elective**
- PR 204* – Strategic PR. **Also, COMM Elective**
- PR 208 – Social Media Strategy. **Also, COMM Elective**
- PR 423* – PR & Crisis Management. **Also, COMM Theory**
- JOUR 407** – Principles of Multimedia
- JOUR 435D** – Food Journalism
- JOUR 465** – Issues in Covering Science and the Environment

*PR 204 and 423 prerequisite is PR 201.

**Students can take ONE Journalism (JOUR) class as a PR Elective. JOUR Department permission required for enrollment.

Major Website:

B.A. COMMUNICATION

Communication Core I (9 units). Take ALL:

- COMM 101 – Intro to COMM _____
- COMM 228 – Research Methods _____
- COMM 300 – Intro to COMM Theory _____

Communication Core II Statistics (4 units):

Course approved for double use.

- **SBS 200** or Approved Statistics Course

COMM Skills (3 units). Take ONE:

See options below.

COMM Theory (15 units). Take FIVE:

See options below.

COMM Elective (9 units). Take THREE:

See options below.

Major Website: <https://comm.arizona.edu/major>

COMMUNICATION COURSES

Communication Skills (Take ONE)

Prerequisite: Admission to the major.

- COMM 113 – Intro to Small Group COMM
- COMM 114 – Intro to Interpersonal COMM
- COMM 117 – Culture & Communication
- **COMM 119 – Public Speaking. Also, PR Elective**
- COMM 209 – Intro to COMM Technology.
- COMM 280 - Intimate & Sexual Communication
- **COMM 310 – Intro to Organizational COMM. Also, PR Elective**
- **COMM 312 – Applied Organizational COMM. Also, PR Elective**
- **COMM 314 – Creative Professional COMM. Also, PR Elective**
- **COMM 319+ – Advanced Public Speaking. Also, PR Elective**
- COMM 325 – Argumentation
- **COMM 411 – COMM & Conflict Management. Also, PR Elective**

Theory Eligibility

- Admission to the major.
- Passing grade in COMM 300.
- 2.0 GPA between COMM 101 and 228 with no less than a C in each.
- Combined GPA of COMM 101, 228, and 300 must be 2.0 or higher.
101 (B) + 228 (C) + 300 (D) or
101 (C) + 228 (B) + 300 (D) or
101 (B) + 228 (C) + 300 (C)

COMM Theory (Take FIVE)

- **COMM 301* – Survey of Mass COMM. Also, PR Elective**
- **COMM 309 – Intro to Mass Media Effects. Also, PR Elective**
- **COMM 311* – COMM Technology Theory. Also, PR Elective**
- **COMM 318* – Persuasion. Also, PR Elective**
- COMM 325* – Argumentation
- COMM 339 – Media COMM & Race
- **COMM 369A – A Health COMM. Also, PR Elective**
- COMM 401 - Life Span COMM
- COMM 402* – COMM & Music
- COMM 403 – Theory of Small Group COMM
- **COMM 404 – COMM & Leadership. Also, PR Elective**
- COMM 405 – Mass COMM & Children
- COMM 406 – Violence in Mass Media & Society
- COMM 407 – Family COMM
- COMM 408 - Communication & Social Media
- **COMM 411* – COMM & Conflict Management. Also, PR Elective**
- COMM 413 – COMM & Gender
- COMM 415 – Theory of Nonverbal COMM
- **COMM 417A – Relational COMM. Also, PR Elective**
- COMM 422 – Presidential Leadership & COMM
- COMM 424 – Media & Politics in America
- COMM 426 – Public Opinion & COMM
- COMM 450 – COMM & Cognition
- COMM 451 – COMM & Emotion
- COMM 469 – Advances in Health COMM
- COMM 496Z – Topics in COMM

COMM Elective (Take THREE)

Prerequisite: Admission to the major.

- Any COMM Skills Course
- Any COMM Theory Course (if eligible)
- **COMM 410 – Struggle for the Presidency. Also, PR Elective**
- COMM 420 – COMM & the Legal Process

*COMM 301, 311, 318, 325, 402 and 411 are theory courses that can be taken before the Theory Enrollment Policy is satisfied.

+COMM 119: Advanced Public Speaking requires COMM 119: Public Speaking as a prerequisite.

COMM 325 and 411 can be used as Theory or Skills (not both).