



Student Name: \_\_\_\_\_

Student ID: \_\_\_\_\_

### Core Requirements

|       |         |   |                                     |
|-------|---------|---|-------------------------------------|
| _____ | CAC 125 | 2 | Communication Major Orientation     |
| _____ | CAC 220 | 3 | Essentials of Written Communication |
| _____ | CAC 225 | 3 | Communication Theory and Research   |
| _____ | CAC 340 | 3 | Intercultural Communication         |
| _____ | CAC 485 | 2 | Senior Capstone                     |

### Major Requirements

|       |         |   |   |
|-------|---------|---|---|
| _____ | ART 156 | 1 | Digital Tools: Photoshop                |
| _____ | ART 157 | 1 | Digital Tools: InDesign                 |
| _____ | CAC 158 | 2 | Digital Tools: Office Suite             |
| _____ | CAC 345 | 3 | Social Media Strategy                   |
| _____ | JRN 332 | 3 | Layout and Design                       |
| _____ | PBR 261 | 3 | Introduction to Public Relations        |
| _____ | PBR 361 | 3 | Public Relations Cases and Campaigns    |
| _____ | PBR 393 | 3 | Practicum                               |
| _____ | PBR 461 | 3 | Public Relations Writing and Production |
| _____ | PBR 486 | 1 | Senior Portfolio Development            |

Select 12 credits from the following not counting toward concentration:

|       |         |   |  |
|-------|---------|---|--|
| _____ | ART 154 | 1 | Digital Tools: Illustrator                   |
| _____ | ART 356 | 4 | Web Design                                   |
| _____ | COM 111 | 3 | Introduction to Organizational Communication |
| _____ | COM 325 | 3 | Conflict Resolution                          |
| _____ | COM 327 | 3 | Leadership Communication                     |
| _____ | COM 330 | 3 | Mediated Communication                       |
| _____ | COM 372 | 3 | Persuasion                                   |
| _____ | JRN 115 | 3 | Introduction to Media Writing                |
| _____ | JRN 225 | 3 | Foundations of Photojournalism               |
| _____ | JRN 245 | 3 | Introduction to Multimedia Storytelling      |
| _____ | JRN 315 | 3 | Advanced Media Writing                       |
| _____ | PBR 355 | 3 | Networking Study Trip                        |
| _____ | PBR 455 | 3 | Event and Venue Planning                     |
| _____ | PBR 457 | 3 | Media Agency                                 |
| _____ | PWR 230 | 3 | Technical Writing                            |
| _____ | PWR 243 | 3 | Editing                                      |
| _____ | PWR 372 | 3 | Freelance Writing                            |
| _____ | SOC 250 | 2 | Principles of Research and Analysis          |

**Total Major Hours Required: 48-60**

No more than 50% of the credits may overlap with another major or minor.

\_\_\_\_\_ Majors must participate in three semesters of media involvement.

**Optional Concentrations**—Students may select any of the following concentrations:

#### Health Public Relations

|       |         |   |                               |
|-------|---------|---|-------------------------------|
| _____ | KIN 221 | 3 | Exercise as Medicine          |
| _____ | PBH 100 | 3 | Introduction to Public Health |
| _____ | PBH 110 | 3 | Global Health                 |

Select 3 credits from the following not already taken in the major:

|       |         |   |  |
|-------|---------|---|--|
| _____ | COM 325 | 3 | Conflict Resolution                              |
| _____ | EXS 217 | 3 | Health Promotion Program Planning                |
| _____ | NAS 230 | 2 | Health Education for Behavior Change             |
| _____ | PBR 455 | 3 | Event and Venue Planning                         |
| _____ | PBR 457 | 3 | Media Agency                                     |
| _____ | PSY 100 | 3 | Introductory Psychology                          |
| _____ | SUS 120 | 1 | Environmental Stewardship and Sustainable Living |

#### Integrated Marketing

|       |         |   |                          |
|-------|---------|---|--------------------------|
| _____ | MGT 201 | 3 | Introduction to Business |
| _____ | MKT 231 | 3 | Principles of Marketing  |
| _____ | MKT 390 | 3 | Digital Marketing        |

Select 3 credits from the following not already taken in the major:

|       |         |   |  |
|-------|---------|---|--|
| _____ | COM 325 | 3 | Conflict Resolution                              |
| _____ | COM 327 | 3 | Leadership Communication                         |
| _____ | ENT 320 | 3 | Transformational Entrepreneurship and Innovation |
| _____ | ENT 422 | 3 | New Venture Planning                             |
| _____ | JRN 245 | 3 | Introduction to Multimedia Storytelling          |
| _____ | MKT 410 | 3 | Marketing Research                               |
| _____ | MKT 445 | 3 | Best Practices in Marketing                      |
| _____ | MKT 460 | 3 | Consumer Behavior                                |
| _____ | PBR 355 | 3 | Networking Study Trip                            |
| _____ | PBR 455 | 3 | Event and Venue Planning                         |
| _____ | PBR 457 | 3 | Media Agency                                     |

#### Nonprofit Public Relations

|       |         |   |  |
|-------|---------|---|--|
| _____ | COM 111 | 3 | Introduction to Organizational Communication |
| _____ | COM 327 | 3 | Leadership Communication                     |
| _____ | COM 335 | 3 | Nonprofit Organizational Communication       |
| _____ | OVC 310 | 3 | Philanthropy and Grant-Writing               |

#### Sport Public Relations

|       |         |   |  |
|-------|---------|---|--|
| _____ | SMA 210 | 3 | Introduction to Sport Technology and Analytics |
| _____ | SMA 350 | 3 | Sport Management                               |
| _____ | SMA 351 | 3 | Sport Public Relations                         |

Select 3 credits from the following not already taken in the major:

|       |         |     |                                |
|-------|---------|-----|--------------------------------|
| _____ | COM 325 | 3   | Conflict Resolution            |
| _____ | COM 327 | 3   | Leadership Communication       |
| _____ | JRN 230 | 3   | Introduction to Sports Writing |
| _____ | MKT 231 | 3   | Principles of Marketing        |
| _____ | PBR 455 | 3   | Event and Venue Planning       |
| _____ | PBR 457 | 3   | Media Agency                   |
| _____ | SMA 352 | 3   | Event and Facility Management  |
| _____ | SMA 354 | 3   | Sport Finance                  |
| _____ | SMA 393 | 1-4 | Practicum                      |
| _____ | SMA 430 | 3   | Legal Issues in Sport          |

(Requirements continued on next page)

---

**Information Systems and Analytics Requirements for BS Degree** – All systems curriculum courses must be completed with a grade of C- or better and are included in the major GPA.

**Curriculum Requirements**

|     |         |   |                                 |
|-----|---------|---|---------------------------------|
| ___ | COS 143 | 3 | Interactive Webpage Development |
| ___ | COS 326 | 3 | Data Visualization              |
| ___ | MAT 151 | 4 | Calculus I                      |
| ___ | MAT 382 | 3 | Advanced Statistical Methods    |
| ___ | SYS 101 | 3 | Introduction to Systems         |
| ___ | SYS 390 | 3 | Information Systems Analysis    |
| ___ | SYS 394 | 4 | Information Systems Design      |

Select one course from the following:

|     |         |   |   |
|-----|---------|---|---|
| ___ | COS 120 | 4 | Introduction to Computational Problem Solving |
| ___ | SYS 120 | 4 | Introduction to Problem Solving               |

Select one course from the following:

|     |         |   |                                      |
|-----|---------|---|--------------------------------------|
| ___ | PSY 425 | 3 | Industrial-Organizational Psychology |
| ___ | SYS 330 | 3 | Human Relations in Organizations     |

Select one course from the following:

|     |         |   |                              |
|-----|---------|---|------------------------------|
| ___ | MAT 311 | 3 | Introduction to Data Science |
| ___ | MAT 401 | 3 | Operations Research          |
| ___ | SYS 402 | 3 | Modeling and Simulation      |

Select one course from the following:

|     |         |   |                         |
|-----|---------|---|-------------------------|
| ___ | MAT 210 | 4 | Introductory Statistics |
| ___ | MAT 352 | 4 | Mathematical Statistics |

Select one course from the following:

|     |         |     |           |
|-----|---------|-----|-----------|
| ___ | PBR 393 | 3-4 | Practicum |
| ___ | SYS 393 | 3-4 | Practicum |

**Electives**

Select 3 additional hours of electives, in addition to those required in major:

|     |         |   |  |
|-----|---------|---|--|
| ___ | COS 121 | 4 | Foundations of Computer Science          |
| ___ | ENT 422 | 3 | New Venture Planning                     |
| ___ | MGT 201 | 3 | Introduction to Business                 |
| ___ | MGT 403 | 3 | Operations Management                    |
| ___ | SYS 214 | 3 | Principles of Human Computer Interaction |
| ___ | SYS 310 | 3 | E-Commerce                               |

---

**Degree Requirements**

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.