

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

BS in Public Relations/Systems – 2024-2025

Student Name: __

### Comparison of the following concentrations: Comparison of the following concentrations	•			
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PBR 457 3 Media Agency PSY 100 3 Introductory Psychology Sustainable Living Sustainable Living Integrated Marketing MGT 201 3 Introduction to Business MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing MKT 390 3 Digital Marketing Select 3 credits from the following not already taken in the major: Sustainable Living MCT 201 3 Introduction to Business MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 390 3 Digital Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 390 3 Digital Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing Sustainable Living MKT 231 3 Principles of Marketing Sustainable Living Sustainable Living MKT 231 3 Principles of Marketing Sustainable Living Sust	PBH 100 : PBH 110 : Select <u>3</u> credits fror COM 325 : EXS 217 :	3 Introduction to Pub 3 Global Health in the following not alre 3 Conflict Resolution 4 Health Promotion F	lic Health eady taken in the major: Program Planning	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
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 MKT 390 3 Digital Marketing Select 3 credits from the following not already taken in the major: Select 3 credits from the following not already taken in the major: Select 3 credits from the following not already taken in the major: SMA 352 3 Event and Venue Planning SMA 352 3 Event and Facility Management SMA 353 3 Sport Finance SMA 393 1.4 Practicum	PBH 100 : PBH 110 : Select <u>3</u> credits fror COM 325 : EXS 217 : NAS 230 :	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education for	lic Health eady taken in the major: Program Planning or Behavior Change	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
SUS 120 1 Environmental Stewardship and Sustainable Living COM 327 3 Leadership Communication Integrated Marketing MGT 201 3 Introduction to Business MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing MKT 390 3 Digital Marketing Select 3 credits from the following not already taken in the major: COM 325 3 Conflict Resolution COM 325 3 Conflict Resolution 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	PBH 100 :	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education for Event and Venue F	lic Health eady taken in the major: Program Planning or Behavior Change	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
COM 327 3 Leadership Communication JRN 230 3 Introduction to Sports Writing MGT 201 3 Introduction to Business MKT 231 3 Principles of Marketing PBR 455 3 Event and Venue Planning MKT 390 3 Digital Marketing PBR 457 3 Media Agency Select 3 credits from the following not already taken in the major: SMA 352 3 Sport Finance SMA 393 1.4 Practicum	PBH 100 PBH 110 Select 3 credits fror COM 325 EXS 217 NAS 230 PBR 455 PBR 457	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education for Event and Venue P Media Agency	eady taken in the major: Program Planning or Behavior Change Planning	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
Integrated Marketing MGT 201 3 Introduction to Business MKT 231 3 Principles of Marketing MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing MKT 390 3 Digital Marketing PBR 457 3 Media Agency Select 3 credits from the following not already taken in the major: COM 325 3 Conflict Resolution SMA 354 3 Sport Finance SMA 393 1.4 Practicum	PBH 100 PBH 110 Select 3 credits fror COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education for Event and Venue P Media Agency Introductory Psychol	lic Health eady taken in the major: Program Planning or Behavior Change Planning ology	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:
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MKT 231 3 Principles of Marketing MKT 390 3 Digital Marketing PBR 455 3 Event and Venue Planning PBR 457 3 Media Agency Select 3 credits from the following not already taken in the major: COM 325 3 Conflict Resolution SMA 354 3 Sport Finance SMA 393 1-4 Practicum	PBH 100 PBH 110 Select 3 credits from COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100 SUS 120	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education for Event and Venue P Media Agency Introductory Psychol	lic Health eady taken in the major: Program Planning or Behavior Change Planning ology	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
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Select 3 credits from the following not already taken in the major: COM 325 3 Conflict Resolution SMA 352 3 Event and Facility Management SMA 354 3 Sport Finance SMA 393 1-4 Practicum	PBH 100 PBH 110 Select <u>3</u> credits from COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100 SUS 120 Integrated Marketi	Introduction to Pub Global Health In the following not alre Conflict Resolution Health Promotion F Health Education fo Event and Venue F Media Agency Introductory Psychol Environmental Stev	lic Health eady taken in the major: Program Planning or Behavior Change Planning ology wardship and Sustainable Living iness	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
Select 3 Credits from the following not already taken in the major. SMA 354 3 Sport Finance SMA 393 1-4 Practicum	PBH 100 PBH 110 Select <u>3</u> credits from COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100 SUS 120 Integrated Marketi MGT 201 MKT 231	Introduction to Pub Global Health the following not alre Conflict Resolution Health Promotion F Health Education fo Event and Venue F Media Agency Introductory Psychol Environmental Stevent Introduction to Busi Principles of Marke	lic Health eady taken in the major: Program Planning or Behavior Change Planning ology wardship and Sustainable Living iness	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
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ENT 320 3 Transformational Entrepreneurship and Innovation —— SMA 430 3 Legal issues in Sport	PBH 100 PBH 110 Select <u>3</u> credits from COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100 SUS 120 Integrated Marketi MGT 201 MKT 231 MKT 390 Select <u>3</u> credits from COM 325	Introduction to Pub Global Health the following not alre Conflict Resolution Health Promotion F Health Education fo Event and Venue F Media Agency Introductory Psychol Environmental Stev mg Introduction to Busi Principles of Marke Digital Marketing the following not alre Conflict Resolution	Program Planning or Behavior Change Planning ology wardship and Sustainable Living iness sting	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
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MKT 410 3 Marketing Research	PBH 100 PBH 110 Select 3 credits from COM 325 EXS 217 NAS 230 PBR 455 PBR 457 PSY 100 SUS 120 Integrated Marketi MGT 201 MKT 231 MKT 390 Select 3 credits from COM 325 COM 327 ENT 320 ENT 422	Introduction to Pub Global Health the following not alre Conflict Resolution Health Promotion F Health Education fo Event and Venue F Media Agency Introductory Psychol Environmental Stev mg Introduction to Busi Principles of Marke Digital Marketing the following not alre Conflict Resolution Leadership Commu Transformational E New Venture Plann	Program Planning or Behavior Change Planning ology wardship and Sustainable Living iness eady taken in the major: unication intrepreneurship and Innovation ining	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

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	Select <u>one</u> course from the following:
COS 143 3 Interactive Webpage Development	MAT 311 3 Introduction to Data Science
COS 326 3 Data Visualization	MAT 401 3 Operations Research
MAT 151 4 Calculus I	SYS 402 3 Modeling and Simulation
MAT 382 3 Advanced Statistical Methods	Select one course from the following:
SYS 101 3 Introduction to Systems	MAT 210 4 Introductory Statistics
SYS 390 3 Information Systems Analysis	MAT 352 4 Mathematical Statistics
SYS 394 4 Information Systems Design	Select one course from the following:
Select one course from the following:	PBR 393 3-4 Practicum
COS 120 4 Introduction to Computational Problem Solving	SYS 393 3-4 Practicum
SYS 120 4 Introduction to Problem Solving	
Select one course from the following:	Electives
PSY 425 3 Industrial-Organizational Psychology	Select 3 additional hours of electives, in addition to those required in major:
SYS 330 3 Human Relations in Organizations	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.