
BS IN COMMUNICATION – PUBLIC RELATIONS

THE COLLEGE OF FINE ARTS & COMMUNICATION AT EAST CAROLINA UNIVERSITY

The School of Communication is offering a degree completion program in Communication. The program allows students that have taken the proper prerequisites to transfer those credits to ECU and, once admitted, finish the remainder of the degree requirements online. The student that completes all the requirements will graduate with a Bachelor of Science degree in Communication with a concentration in Public Relations. Students are required to take 2 sequential semesters of a foreign language. Students may choose either a formal minor for the degree or they may choose structured electives in its place to complete the 126 credit hours required for graduation. Students must submit an application for admission to the School of Communication upon acceptance to ECU in order to officially declare a major in Communication. This application can be downloaded from the School of Communication website: <http://www.ecu.edu/comm> and faxed to 252-328-6657.

Requirements:

Core: (12 semester hours)

COMM 1001 Introduction to Communication
COMM 1002 Media Writing
COMM 2410 Public Speaking **or** COMM 2420 Business and Professional Communication
COMM 4080 Senior Seminar

Concentration Requirements: (15 semester hours)

COMM 2030 Communication Research
COMM 2104 Public Relations and Corporate Writing
COMM 2320 Basic Reporting
COMM 3120 Public Relations Theory
COMM 4180 Public Relations Strategies

Interpersonal Communication Courses – Choose 2 courses: (6 semester hours)

COMM 3110 Persuasion Theories
COMM 3142 Small Group Communication
COMM 3152 Interpersonal Communication
COMM 3160 Organizational Communication Theory
COMM 4130 Conflict and Communication

Advanced Design Course – Choose 1 course: (3 semester hours)

COMM 3310 Copy Editing and Design
COMM 3362 Visual Editing
COMM 3500 Web Design for Communication Professionals

Mass Media Theory Course – Choose 1 course: (3 semester hours)

COMM 3172 Media Effects
COMM 3520 Sports Media Survey
COMM 4032 Mass Media Law
COMM 4040 Media, Culture & Society
COMM 4905 Media Ethics

Intercultural/Diversity Experience Course – Choose 1 course: (3 semester hours)

COMM 3180 Intercultural Communication
COMM 4185 International Public Relations
COMM 4135 Gender and Communication

COMM Elective – 1 course: (3 semester hours)

Contact:

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