

BS IN COMMUNICATION – Public Relations

THE COLLEGE OF FINE ARTS and COMMUNICATION AT EAST CAROLINA UNIVERSITY

The School of Communication is offering a degree completion program in Communication. The online degree program in Communication is designed for students completing their first undergraduate degree. A student who currently holds a baccalaureate degree may not enroll in the online degree program in Communication. This 126 credit hour program allows students to transfer 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.

Pursuit of any major course of study in Communication requires admission to the School of Communication. Any transfer student may be admitted to the School of communication provided he/she has a minimum overall transfer GPA of 2.5 or higher. To continue in any Communication major course of study, the student must maintain a minimum cumulative GPA of 2.0 or higher. In addition, students must complete COMM 1001 and COMM 1002 with a C or greater before taking additional Communication courses. A minimum grade of C is required in all COMM courses that count toward the major. Students are also required to take two sequential semesters of a foreign language. Once admitted to ECU, students interested in majoring in Communication should schedule a telephone appointment with a Communication Advisor to discuss their program of study and to complete an application for admission to the School of Communication.

Requirements:

Core: (12 semester hours)

COMM 1001 Introduction to Communication
COMM 1002 Media Writing
COMM 2410 Public Speaking
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
MPRD 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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