



Degree Progression Plan

School of Communication

Freshman Year							
1 st term			2 nd term				
COM 101	Communication Analysis	3		PR 272	Introduction to Public Relations	3	
JLS 130	Writing for Communication Channels	3		PHO 181 or PHO 281	Communication Photography or Black and White Photography	3	
ENG 105	Critical Reading and Writing	4		COM 200	Basic Communication Theory	3	
LS	Liberal Studies (Lab)	4		MAT 114	Quantitative Reasoning	3	
FYE 101	Freshman Year Experience	1		LS	Liberal Studies	3	
Total units			15	Total units			15

Sophomore Year							
3 rd term			4 th term				
ADV 207	Introduction to Advertising	3		xxx xxx	School of Communication course	3	
xxx xxx	School of Communication course	3		xxx xxx	School of Communication course	3	
Minor Course	See Catalog or Advisor	3		Minor Course	See Catalog or Advisor	3	
LS	Liberal Studies	3		LS	Liberal Studies	3	
GE	General Elective	3		GE	General Elective	1	
Total units			15	Total units			15

Junior Year							
5 th term			6 th term				
PR 332	Publication Design	3		PR 372W	Public Relations Writing	3	
PR 371	Public Relations Case Studies & Research	3		xxx xxx	School of Communication course	3	
LS	Liberal Studies	3		Minor Course	See Catalog or Advisor	3	
LS	Liberal Studies	3		LS	Liberal Studies	3	
LS	Liberal Studies	3		LS	Liberal Studies	3	
Total units			15	Total units			15

Senior Year							
7 th term			8 th term				
COM 400	Mass Communication Regulation & Responsibility	3		ADV 411C	Advertising Campaigns	3	
PR xxx	PR Elective*	3		PR xxx	PR Elective*	3	
Minor Course	See Catalog or Advisor	3		Minor or GE	See Catalog or Advisor	3	
Minor Course	See Catalog or Advisor	3		Minor or GE	See Catalog or Advisor	3	
GE	General Elective	3		GE	General Elective	2	
Total units			15	Total units			14

*It is an option to use an internship as PR electives, in which case, should be saved for the semester an internship is taken. Talk to Manny Romero for further information as internships are highly recommended. Note that 89 credits must be completed prior to doing an internship.

- This degree progression plan is to be used in conjunction with the academic catalog and degree progress report.
- Students should see an academic advisor regularly to confirm their academic progress.
- Students must see an academic advisor before enrollment for the 7th term in preparation for graduation.
- Many courses have pre-requisites. Please check the academic catalog for pre-requisite and placement information.

B.S. IN PUBLIC RELATIONS

The School of Communication requires that you complete the following courses with a grade of C or better:

School of Communication Core:

COM 101 (3 units) Communication Analysis

COM 200 (3 units) Basic Communication Theory

Liberal Studies Foundations

ENG 105 and MAT 110 or 114 or their equivalents

If you don't receive a grade of C or better in any of these courses, you must repeat the course(s) and earn a grade of C or better, within the parameters of the course repeat policies outlined in your catalog.

Be aware that courses in your major may have prerequisites that you must complete before taking those other courses. You should complete the communication core, as well as other prerequisite courses that your major plan may require, to avoid being unable to enroll in a course for which you have not completed the prerequisites.

You must earn a grade of C or better in all courses required for this public relations major and maintain a grade point average of 2.5 or greater in these courses.

Note that NAU requires that at least 30 units of the courses you take for your degree must be upper-division courses (those numbered 300 and above).

Please note that you must complete NAU's diversity requirements by taking two, 3-unit courses, one in ethnic diversity and one in global awareness. These courses may be used to meet other requirements within your academic plan if you choose them carefully.

BE AWARE THAT THE FINAL RESPONSIBILITY OF SELECTING COURSES RESTS WITH YOU. IT IS YOUR FULL RESPONSIBILITY TO MEET THE REQUIREMENTS OF YOUR COURSE OF STUDY, IN THEIR PROPER ORDER, SO YOU DON'T FIND YOURSELF IN YOUR SENIOR YEAR INELIGIBLE FOR GRADUATION.

For further information, contact:

College of Social and Behavioral Sciences

The School of Communication

Academic Services and Advising Center

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