

B.A. Communication, Corporate Communication Emphasis, Public Relations Track

Program Admissions Requirements

There are no program admission requirements for the B.A. in Communication, Corporate Communication emphasis, Public Relations track.

General Education

The listing below includes program requirements that also fulfill General Education requirements.

Code	Title	Credits
Objective 1		6
Objective 2		3
Objective 3		3
Objective 4		6
Objective 5		7
Objective 6		6
Students must fulfill Objective 7 or Objective 8		3
Objective 7		
Objective 8		
Objective 9		3
Total Credits		37

Major Requirements

Code	Title	Credits
Corporate Communication Core		
CMP 2201	Business and Professional Communication	3
CMP 2202	Photo, Graphic, and Video Editing	3
CMP 2209	Persuasion	3
CMP 2231	Introduction to Graphic Design	3
CMP 3308	Groups and Communication	3
CMP 3309	Communication Inquiry	3
Required Public Relations Track Courses		
CMP 1110	Media Writing	3
CMP 2241	Introduction to Public Relations	3
CMP 3307	Social and Interactive Media Campaigns	3
CMP 3346	Public Relations Writing	3
CMP 4446	Public Relations Campaigns	3
Choose one of the following:		3
CMP 4437	Illustration and Brand Identity	
CMP 4440	Sport Public Relations	
Choose 9 credits from the following list of program electives:		9
CMP 2203	Media Literacy (Satisfies General Education Objective 8)	
CMP 2205	Argumentation	

CMP 2261	Introduction to Advertising	
CMP 2271	Television and Video Production	
CMP 2286	Visual Rhetoric	
CMP 3302	Image Management	
CMP 3310	Multiplatform Storytelling	
CMP 3320	Foundations of Leadership	
CMP 3339	Web Design	
CMP 3347	Sport Communication	
CMP 3367	Advertising Media Planning	
CMP 4404	Gender and Communication	
CMP 4410	Mass Media History, Law, and Ethics	
CMP 4418	Feature Writing	
CMP 4420	Advanced Leader Communication	
CMP 4422	Conflict Management	
CMP 4460	National Student Advertising Competition	
CMP 4475	Corporate Video Production	
CMP 4487	Rhetorical Theory	
CMP 4488	Rhetorical Criticism	
CMP 4494	Internship	
Total Credits		45

Degree Totals

Code	Title	Credits
	Program Admission Requirements	0
	General Education	37
	Major Requirements	45
	Upper Division Free Electives	18
	Free Electives	20
	Total Credits	120

ISU Degree Requirements (<http://coursecat.isu.edu/undergraduate/degree requirements>)

ISU General Education (<http://coursecat.isu.edu/undergraduate/academicinformation/generaleducation>)