

ACADEMIC PLANNING FORM

COMMUNICATION STUDIES – PUBLIC RELATIONS

Name: _____ Advisor: _____

Section A: Communication Foundation (20 Credits)		# of CREDITS	QUARTER
CMST 201	Public Speaking	(5)	_____
CMST 208	Mass Media & the Information Society	(5)	_____
CMST 309	Communication and Information	(5)	_____
CMST 330 or	Integrated Methods for Comm Rsrch	(5)	_____
CSBS 320	Statistics for the Social Sciences	(5)	_____

Section B: Upper Level Core & Capstone (20 Credits)		# of CREDITS	QUARTER
Choose three 400-level classes from Section B listed on the flip side, plus <u>CMST 490 Capstone</u>			
CMST _____	_____	(5)	_____
CMST _____	_____	(5)	_____
CMST _____	_____	(5)	_____
CMST 490	Senior Capstone	(5)	_____

NOTE: CMST 480; CMST 481; CMST 495; and CMST 499 **CANNOT** be used in this section. Any course used in Section B **CANNOT** be counted in Section C or D.

Section C: Public Relations Core (20 Credits)		# of CREDITS	QUARTER
CMST 319 or	Intro to Public Relations Writing	(5)	_____
JRNM 209 or	Media Writing*	(5)	_____
JRNM 332	News Writing**	(5)	_____
CMST 461	Intro to Public Relations Theory	(5)	_____
CMST 462	Adv Public Relations Theory	(5)	_____
JRNM 453 or	Public Relations Writing	(5)	_____
CMST 465	Media Relations	(5)	_____

NOTE: Any course used in Section C **CANNOT** be used in Section B or D.

Section D. Public Relations Specialty (4-6 credits)			
Choose two courses from Section D listed on flip side			
CMST _____	_____	(__)	_____
CMST _____	_____	(__)	_____

NOTE: Any course used in Section D **CANNOT** be used in Section B or C.

Section E. Design/Technology (4-5 credits)			
Choose one course from Section E listed on flip side			
DESN _____	_____	(__)	_____

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Section F: Study/Act/Reflect (STAR) Component

This requirement can be satisfied by:

- A CMST or required JRNM class that has a built-in engagement component;
- An internship;
- Employment or volunteer activities

NOTE: A minimum of 10 credits of CMST Coursework at EWU must be taken before beginning the STAR component. Written and oral reports on the STAR experience must be completed successfully. Please see STAR Component Coordinator, **Dr. Shields** for any additional information.

SECTION B		
CMST 400	MESSAGE DESIGN	5 cr
CMST 410	LANGUAGE & SOCIAL INTERACTION	5 cr
CMST 411	NEGOTIATION SKILLS & STRATEGIES	5 cr
CMST 413	COMM & PERSONAL RELP	5 cr
CMST/GWSS 416	GENDER & MEDIA	5 cr
CMST 418	TOPICS IN SEMIOTICS	5 cr
CMST/GWSS 419	SEX, SEXUALITY, & COMM	5 cr
CMST 420	HEALTH COMMUNICATION	5 cr
CMST 430	COMM IN ORGANIZATIONS	5 cr
CMST 431	COMM LAW & ETHICS	5 cr
CMST 432	MEDIA SYS & COMM TECH	5 cr
CMST/ENTP 433	LEADERSHIP, INNOVATION, & SUSTAINABILITY	4 cr
CMST 437	SPORTS AND LEADERSHIP	5 cr
CMST 439	TOPICS IN LEADERSHIP & STRATEGIC COMM	5 cr
CMST 450	RHETORICAL THEORY & CRITICISM	5 cr
CMST 451	ARGUMENTATION & PERSUASION	5 cr
CMST 452	CULTURAL STUDIES	5 cr
CMST 458	TOPICS IN IMAGE, MESSAGES, & MEANING	5 cr
CMST 463	ENTERTAINMENT PUBLIC RELATIONS	5 cr
CMST 464	PUBLIC RELATIONS CAMPAIGNS	5 cr
CMST 465	MEDIA RELATIONS	5 cr
CMST 466	PUB RELATIONS IN BUS & FOR ENTREPRENEURSHIP	4 cr
CMST 475	ELECTRONIC SURVEILLANCE & PRIVACY	5 cr
CMST/GWSS 482	GENDER, COMM, & POLITICS	5 cr
CMST 496	EXPERIMENTAL COURSE	1-5
CMST 497	WORKSHOP, CONFERENCE	1-5
CMST 498	SEMINAR	1-5

SECTION D		
CMST 239	TOPICS IN PUBLIC RELATIONS	1-5
CMST 241	EVENT PLANNING & LOGISTICS	3 cr
CMST 335	CONFERENCE MGMT	1-5
CMST 337	FOUNDATIONS OF SOCIAL MEDIA	3 cr
CMST 338	SOCIAL MEDIA PLATFORMS & PLANNING	3 cr
CMST 339	TOPICS IN PUBLIC RELATIONS	1-5
CMST 349	SUCCESSFUL FUNDRAISING	5 cr
CMST 463	ENTERTAINMENT PUBLIC RELATIONS	5 cr
CMST 464	PUBLIC RELATIONS CAMPAIGNS	5 cr
CMST 465	MEDIA RELATIONS	5 cr
CMST 466	PUBLIC RELATIONS IN BUS AND FOR ENTP	4 cr

SECTION E		
DESN 100	DRAWING FOR COMMUNICATION	5 cr
DESN 216	DIGITAL FOUNDATIONS	4 cr
DESN 338	USER EXPERIENCE DESIGN	4 cr
DESN 350	DIGITAL PHOTOGRAPHY (REQUIRES ADVISOR CONSULTATION)	4 cr
DESN 360	PUBLICATION DESIGN	4 cr
DESN 368	WEB DESIGN	4 cr
DESN 375	DIGITAL VIDEO (REQUIRES ADVISOR CONSULTATION)	4 cr

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