

# ACADEMIC PLANNING FORM

## COMMUNICATION STUDIES – PUBLIC RELATIONS

Name: \_\_\_\_\_ Advisor: \_\_\_\_\_

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

<u>Section B: Upper Level Core</u> (15 Credits)	<u># of CREDITS</u>	<u>QUARTER</u>
Choose three 400-level classes		
CMST _____	(5)	_____
CMST _____	(5)	_____
CMST _____	(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.

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

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

<u>Section D. Public Relations Specialty</u> (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.

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

<u>Senior Capstone Requirement</u> (5 Credits)	<u># of CREDITS</u>	<u>QUARTER</u>
CMST 490     Senior Capstone	(5)	_____

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

This requirement can be satisfied by:

- A CMST or required JRMN 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.

<b>SECTION B OPTIONS INCLUDE BUT NOT LIMITED TO:</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 REL	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	5 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	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	PUBLIC RELATIONS WRITING	5 cr
CMST/ENTP 466	PUB RELATIONS IN BUS & FOR ENTREPRENEURSHIP	5 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

<b>SECTION D</b>		
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 463	ENTERTAINMENT PUBLIC RELATIONS	5 cr
CMST 464	PUBLIC RELATIONS CAMPAIGNS	5 cr
CMST 465	PUBLIC RELATIONS WRITING	5 cr
CMST 466	PUBLIC RELATIONS IN BUS AND FOR ENTP	5 cr
CMST 467	SUCCESSFUL FUNDRAISING	5 cr

<b>SECTION E</b>		
DESN 100	DRAWING FOR COMMUNICATION	5 cr
DESN 216	DIGITAL FOUNDATIONS	5 cr
DESN 338	USER EXPERIENCE DESIGN	5 cr
DESN 350	DIGITAL PHOTOGRAPHY	5 cr
DESN 360	ZINE AND PUBLICATION DESIGN	5 cr
DESN 368	WEB DESIGN 1	5 cr
DESN 375	DIGITAL VIDEO	5 cr
SOME COURSES HAVE PREREQUISITES OR AUTHORIZATIONS. PLEASE CONTACT J. BOYER FOR INFORMATION.		

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