

MILLERSVILLE UNIVERSITY

Student Name: _____ Student I.D.# _____

DEGREE: BS
MAJOR: SPCM
OPTION: PR

MAJOR REQUIREMENTS FOR A BS DEGREE IN SPEECH COMMUNICATION: PUBLIC RELATIONS

Total credit hours required: 120.0 minimum

REQUIREMENTS AND POLICIES FOR THE SPEECH COMMUNICATION MAJOR

A. Policies for Admission to the Major

1. New students (freshmen and transfers) must be admitted to the Speech Communication major by the Office of Admissions upon admission to the University.
2. Admission into the Speech Communication major from other departments is upon signature of the chairperson of the Communication and Theatre Department.
3. Non-degree and continuing education students must be admitted to the Speech Communication major by the Office of Admissions.

B. Policies for Retention in the Major

1. University requirements for retention.
2. Students must earn a C or better in COMM 101 and 201 to remain a major.
3. Students' progress in the major will be reviewed no later than the semester following the completion of 60 hours. Students in the major must attain a 2.5 QPA in the major in order to be retained in the major.
 - A. Any student failing to maintain a 2.5 QPA in the major will be placed on probation-in-the-major.
 - B. If a student fails to achieve a 2.5 QPA or above in the subsequent semester in the major, the student will be removed from the major.
 - C. Students desiring reconsideration may appeal directly to the Department Chair.

C. Policies for Completion of the Major

1. Completion of University curricular requirements.
2. Students must earn a 2.0 (C) in each Core course (COMM 101, 201, 301, and 401) before taking the next highest core course.

Note to the student: *This form is provided as a guide. It is your responsibility to consult regularly with your adviser to be aware of changes and curriculum details which are not incorporated on this form.*

MAJOR SEQUENCE AND DEGREE REQUIREMENTS

Major: **BS SPEECH COMMUNICATION**

Option: **PUBLIC RELATIONS**

Major Field Requirements: **42.0 credits**

Other Requirements: **6.0 credits**

When applicable, up to six of the **REQUIRED RELATED** courses may be credited toward the Liberal Arts Core subject to normal distribution rules.

Course No.	Short Title	C.H.	Grade	Course No.	Short Title	C.H.	Grade
CORE COMMUNICATION COURSES				REQUIRED RELATED (6.0 credits)			
(12.0 credits)							
COMM 101	Intro to Communication	3.0	_____	BUAD 101	Intro to Business	3.0	_____
COMM 201	Theories of Communication	3.0	_____	ENGL 313	Fundamentals of Journalism	3.0	_____
COMM 301	Communication Research	3.0	_____				
COMM 401	Critical-Cultural Studies	3.0	_____				
REQUIRED PUBLIC RELATIONS COURSES				General Electives (as necessary)			
(12.0 credits)							
COMM 251	Intro to Public Relations	3.0	_____	_____	_____	_____	_____
COMM 351	Public Relations Writing	3.0	_____	_____	_____	_____	_____
COMM 451	PR Issues & Cases	3.0	_____	_____	_____	_____	_____
COMM 452	PR Campaigns	3.0	_____	_____	_____	_____	_____
ADDITIONAL REQUIREMENTS (15.0 credits)							
COMM 121	Intro to Audio/Video	3.0	_____	_____	_____	_____	_____
COMM 206	Communication & Media Law	3.0	_____	_____	_____	_____	_____
COMM 220	Survey of Mass Media	3.0	_____	_____	_____	_____	_____
COMM 224	Intro Organizational Comm	3.0	_____	_____	_____	_____	_____
	---- OR ----			_____	_____	_____	_____
COMM 305	Business & Prof. Comm	3.0	_____	_____	_____	_____	_____
COMM 403	Persuasion	3.0	_____	_____	_____	_____	_____
	---- OR ----			_____	_____	_____	_____
COMM 342	Theories of Rhetoric	3.0	_____	_____	_____	_____	_____
	---- OR ----			_____	_____	_____	_____
COMM 441	Political Communication	3.0	_____	_____	_____	_____	_____
ELECTIVES (3.0 credits)							
COMM 380	Digital Media Writing	3.0	_____				
ENGL 317	Editing for Publication	3.0	_____				
ITEC 356	Desktop Publishing	3.0	_____				
<p>NOTE: Students are encouraged to either complete a minor or an internship. Consult your adviser about using the credits from a minor and/or internship as General Electives.</p>							