

Program Advising Guide (pending final approval)

Department of Communication Studies
 Davis Hall Building, Room 411
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for

Bachelor of Science in Communication Studies Public Relations & Event Management (PREM) with Minor in Technical Writing

Freshman Year			
Fall Semester	Hours	Spring Semester	Hours
COMS 110 ^g	3	ARTS CORE	3
ENGL 111 ^{a b}	3	POLS 202	3
WELLNESS CORE	2	ENGL 112(ENGL111) ^{a b}	3
MATH __107 or 108__ ^d	3	SCIENCE CORE	4
SCIENCE CORE	4	Elective ^e	3
Total	15	Total	16

Sophomore Year			
Fall Semester	Hours	Spring Semester	Hours
COMS 211(ENGL111,112) ^b	3	COMS 220(ENGL111,112 COMS211) ^{b c}	3
HIST 201	3	COMS 301(SophClass) ^b	3
POLS 201	3	COMS 311(COMS211) ^b	3
ENGL 309-WI(ENGL111,112) ^b	3	PHIL 301(JrClass) ^b	3
SOPH LIT(ENGL111,112) ^b	3	HIST 202	3
Total	15	Total	15

Junior Year			
Fall Semester	Hours	Spring Semester	Hours
COMS 304(COMS301) ^{b c}	3	COMS 310(3hrsCOMS) ^{b h}	3
ENGL 310-WI(ENG111,112,SophLit,309) ^g	3	COMS 320(COMS220,301,PHIL301orMGMT407) ^{b c h}	3
ENGL 312(ENGL111,112,309) ^{b g}	3	MKTG __316(MKTG314) or __415(GB311,MKTG314) ^b	3
MKTG 314(JrClass) ^b	3	MKTG 318(MKTG314) ^b	3
Elective ^e	3	Major Elective ^f	3
Total	15	Total	15

Senior Year			
Fall Semester	Hours	Spring Semester	Hours
COMS 340(COMS101or102,or301) ^{b g}	3	ENGL 412(ENGL111,112,SophLit,309,312)	3
COMS 406(COMS101or301or304) ^{b g}	3	COMS 425(COMS420,MKTG318&316 or 415) ^{c h}	3
COMS 420(COMS/MKTG312orCOMS320) ^{b c g}	3	Elective ^e	3
Major Elective ^f	3	Elective ^e	3
Elective ^e	3	Elective ^e	3
Total	15	Total	15

Note: Required prerequisites in (parentheses)

Notes:

- a. **English:** Students will be placed into English courses in accordance with the University’s Placement and Continuing Enrollment Rules. Students must enroll in English during their first semester at Tarleton and every regular semester thereafter until the freshman English core curriculum requirement [i.e., ENGL 111 & 112] has been satisfied.
- b. **Prerequisite Course:** This requirement is a prerequisite for other coursework in the program.
- c. **Required Prerequisites:** Prerequisite course(s) must be passed with a C or better prior to taking this course.
- d. **Mathematics:** Students will be placed into mathematics courses in accordance with the University’s Placement and Continuing Enrollment Rules. Students must enroll in mathematics during their first semester at Tarleton unless they are eligible for placement into college-level mathematics [MATH 107 or higher]. Students eligible for placement into college-level mathematics may choose to postpone initial mathematics enrollment until their second regular semester at Tarleton. Following initial mathematics enrollment, students must enroll in mathematics every regular semester thereafter until the freshman mathematics core curriculum requirement [MATH 107 or higher] has been satisfied.
- e. **Recommended Electives:** ART 111—Design I
 ART 121—Drawing I
 ART 241—Introduction to Painting Media
 ART 243—Introduction to Digital Graphics
 ART 485—Seminar (when topics relate to Public Relations and Event Management)
 COMS 214—Photography
 COMS 318—News & Magazine Editing (COMS131,311,ENGL310)
 COMS 321—Political Campaign Communication (C or better in COMS/MKTG312 or COMS320/fall semester of even-numbered years)
 COMS 322—Arts & Entertainment Promotion (C or better in COMS220/spring semester of even-numbered years)
 COMS 323—Promoting Nonprofit Organizations (C or better in COMS/MKTG312 or COMS320/fall semester of odd-numbered years)
 COMS 324—Equine & Sport Promotion (C or better in COMS220/spring semester of odd-numbered years)
 COMS 404—Organizational Communication (COMS301)
 COMS 409—Advanced Reporting (COMS211,110,310,311,318)
 COMS 412—Rhetorical & Communication Theory—WI (If ENGL 309 is taken in a non-WI section, then this course must be taken to complete the upper-division WI requirement.)
 COMS 484—Communications Internship (Jr. class., 12 hrs. COMS)
 COMS 485—Communications Seminar (Jr. class.)
 ENGL 420—Writing for Electronic Mediums (ENGL111,112,Soph. Lit.,309,312)
 MKTG 415—Marketing Research (GB311,MKTG314)
 Others as recommended by public relations faculty
- f. **Major Electives:** At least 6 hours of electives are to be completed from the following courses ...
 COMS 321—Political Campaigns (C or better in COMS320 or COMS/MKTG312/fall semester of even-numbered yrs.)
 COMS 322—Arts & Entertainment Promotion (C or better in COMS220/spring semester of even-numbered yrs.)
 COMS 323—Promoting Nonprofit Organizations (C or better in COMS320 or COMS/MKTG312/fall semester of odd-numbered yrs.)
 COMS 324—Equine & Sport Promotion (C or better in COMS220/spring semester of odd-numbered yrs.)
 Others as recommended by public relations faculty
- g. **May be taught fall semesters only.**
- h. **May be taught spring semesters only.**