

2025-2026 Academic Year

Requirements Effective Fall 2025

Min. Grad. Req: 120 Hrs., 30 UD Hrs., 2.0 GPA Institutional & Cumulative

Reviewed by: _____

Date: _____

(B.S.) PUBLIC RELATIONS AND STRATEGIC COMMUNICATION

Name & Student ID #

Expected Graduation Date:

General Education Requirements

- 3 THEO 110 Intro to Christianity
- 3 BLIT 210 Christian Scriptures
- 3 CMIN 310 Christian Living
- 3 ENGL 109 College Writing I
- 3 ENGL 210 College Writing II (APA)
- 3 HIST 200 Western Civilization
- 3 Approved Social Science Course* _____
- 6 Approved Humanities Courses*

Select 3 hours from two different areas:

Fine Arts, Literature, Philosophy, or SPAN 212

3-8 Elementary Foreign Language I & II (SPAN 111/112 or FREN 101/102)

OR an approved Intercultural Understanding course*

3 MATH 103, MATH 112, or higher math _____

6-7 Choose one Physical Science and one Biological Science – **one must include a lab***

Biological Science: _____

Physical Science: _____

* See olivet.edu/registrar for an approved list of courses

- Students completing a minor must complete a minimum of 6 unique hours between major and minor.
- Students pursuing a double major or greater must complete a minimum of 20 unique hours (excludes supporting courses)

Major: 61-64 Hours (2.0 GPA Required)

- 3 BSNS 385 Fundraising & Grant Writing
- 1 COMM 100 Communication Foundations
- 3 COMM 102 Performance Studies
- 3 COMM 105 Fundamentals of Communication (GER: COMM)
- 3 COMM 132 Introduction to Public Relations
- 3 COMM 141 Introduction to Journalism
- 3 COMM 203 Interpersonal Communication (GER: STWD)
- 3 COMM 221 Mass Media and Society
- 3 COMM 235 Teambuilding and Leadership
- 3 COMM 305 Professional Communication
- 3 COMM 312 Inspired Strategies Agency (Take 3x)
 - 1 Semester 1 _____
 - 1 Semester 2 _____
 - 1 Semester 3 _____
- 3 COMM 325 Event Planning
- 3 COMM 331 Public Relations Writing
- 3 COMM 332 PR Strategy and Implementation
- 3 COMM 340 Multimedia Storytelling
- 3 COMM 342 Persuasion and Media Influence
- 3 COMM 352 Training and Development
- 3 COMM 362 Social Media Strategies
- 3 COMM 430 Public Relations Research Methods
- 3 COMM 450 Senior Seminar
- 3 COMM 457 Communication Theory
- 0-3 COMM 466 Internship

Recommended Courses

- 4 Elementary Foreign Language I (FREN 101 or SPAN 111)
- 4 Elementary Foreign Language II (FREN 102 or SPAN 112) (GER: IU)