

PUBLIC RELATIONS & STRATEGIC COMMUNICATION

NAME	I.D.#	Expected Grad Date	B.S. Degree
General Education Requirements		Major: 57-60 hours – 2.000 required in major	
<u>3</u>	THEO 110 Intro to Christianity	<u>1</u>	COMM 100 Freshman Seminar in Communication
<u>3</u>	BLIT 210 Christian Scriptures	<u>3</u>	COMM 102 Performance Studies
<u>3</u>	CMIN 310 Christian Living	<u>3</u>	COMM 132 Introduction to PR
<u>3</u>	Approved Stewardship Course* _____	<u>3</u>	COMM 141 Intro to Journalism
<u>3</u>	ENGL 109 College Writing I	<u>3</u>	COMM 203 Interpersonal Communication
<u>3</u>	ENGL 210 College Writing II	<u>3</u>	COMM 221 Mass Media and Society
<u>3</u>	COMM 105 Fundamentals of Communication	<u>3</u>	COMM 235 Teambuilding & Leadership
<u>3</u>	HIST 200 Western Civilization	<u>3</u>	COMM 305 Professional Communication
<u>3</u>	Approved Social Science Course* _____	<u>3</u>	COMM 312 Inspired Strategies Agency {(1 cr) 3 sem.}
<u>6</u>	Approved Humanities Courses* _____	<u>3</u>	COMM 325 Event Planning
	Select 3 hours from <u>two</u> different areas:	<u>3</u>	COMM 331 Public Relations Writing
	Fine Arts, Literature, Philosophy,	<u>3</u>	COMM 332 PR Strategy and Implementation
	Modern Languages _____	<u>3</u>	COMM 340 Multimedia Storytelling
<u>3-8</u>	Elementary Foreign Language I and II OR	<u>3</u>	COMM 342 Persuasion & Media Influence
	Approved International Culture course* _____	<u>3</u>	COMM 352 Training and Development
		<u>3</u>	COMM 362 Social Media Strategies
<u>3</u>	MATH 103, MATH 112 or higher math	<u>3</u>	COMM 430 Public Relations Research Methods
<u>6-7</u>	Choose one Physical Science and one Biological	<u>2</u>	COMM 450 Senior Seminar
	Science – one must include a lab*	<u>3</u>	COMM 457 Communication Theory
	Biological _____	<u>3</u>	COMM 460 Philosophy of Human Communication
	Physical _____	<u>0-3</u>	COMM 466 Internship

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

Recommended Courses:

<u>4</u>	Elementary Foreign Language I _____
<u>4</u>	Elementary Foreign Language II _____