

COMMUNICATION - PUBLIC RELATIONS AND ADVERTISING (BACHELOR OF ARTS)

The Bachelor of Arts degree in Communication is obtained by successfully completing 120 credit hours, with at least 72 hours outside the Communication major. Fifty-three (53) of those 72 hours must be courses in liberal arts and sciences. A minor is required for this degree.

The Jax MIX General Education requirements are made up of the following:

| Course | Title | Credits |
|--|--|-----------|
| Jax MIX Communication | | 12 |
| For math, select one course from the following: | | |
| MS 110 | Finite Mathematics | |
| MS 204 | Basic Statistics | |
| Jax MIX Expression | | 9 |
| Jax MIX Inquiry | | 8 |
| Jax MIX Experience | | 12 |
| Professional and Aesthetic Development - Select two courses: | | |
| ART 131 | Graphic Design Technologies | |
| ART 233 | Design I | |
| ART 368 | Introduction to Photography | |
| ART 390 | Photoshop Tools | |
| FLM 231 | Film Technology Foundations I | |
| MU 150 | Technology in Music | |
| MU 350 | Advanced Technology | |
| Social and Cultural Foundations - Select two courses: ¹ | | |
| AN 345 | Cultural Anthropology | |
| AN 347 | Current Social Issues | |
| EH 303 | Survey of African American Literature I | |
| EH 304 | Survey of African American Literature II | |
| EH 305 | Native American Literature | |
| EH 420 | Women's Literature | |
| EH 428 | LGBTQ+ Literature | |
| FH 101 | Beginner's French I | |
| FH 102 | Beginner's French II | |
| GNS 201 | Introduction to Gender and Diversity Studies | |
| SH 101 | Beginner's Spanish I | |
| SH 102 | Beginner's Spanish II | |
| SY 223 | Social Problems | |
| SY 309 | Sociology of Disability | |
| SY 356 | Social Movements and Activism | |
| SY 360 | Race, Ethnicity, and Society | |
| SY 366 | Religion, Spirituality, and Cults | |
| SY 367 | Sociology of Sexualities | |
| SY 368 | Gender and Society | |
| Total Hours | | 53 |

¹ If six (6) hours of foreign language is selected, then a sequence is required.

Students must maintain a minimum GPA of 2.00 and complete, with a minimum grade of "C," all Department of Communication courses required for the degree. Students who make a grade of "D" or "F" in a communication course may repeat the course only once. A second "D" or "F" in the same course will exclude a student from majoring or minoring in communication.

A major in communication must include:

| Course | Title | Credits |
|--------------------|------------------------------------|-----------|
| COM 200 | Introduction to Mass Communication | 3 |
| COM 320 | Video Production and Editing | 3 |
| COM 358 | Communication Theory | 3 |
| COM 380 | Communication Law (WI) | 3 |
| COM 395 | Ethics and Global Journalism (WI) | 3 |
| COM 415 | Mass Communication Research | 3 |
| COM 491 | Internship ^{2,3} | 3 |
| Total Hours | | 21 |

² COM 491 Internship (3), is a required course for all communication majors. Before registering for COM 491 Internship (3), a student must have satisfactorily completed specific courses in his/her area of concentration.

³ Each communication major should also complete a portfolio before graduation. To assess and improve its academic programs, the department must obtain periodic measurements of student learning. Such measures will include, among others, an exit exam and exit interview.

The concentration of Public Relations and Advertising includes:

| Course | Title | Credits |
|--|---|-----------|
| COM 304 | Introduction to Advertising | 3 |
| COM 330 | Introduction to Public Relations | 3 |
| COM 340 | Public Relations Writing | 3 |
| COM 400 | Public Relations and Advertising Case Studies | 3 |
| COM 430 | Strategic Media Writing | 3 |
| COM 440 | Campaign Management: Public Relations & Advertising | 3 |
| COM Electives (2 courses) ⁴ | | 6 |
| Total Hours | | 24 |

⁴ Students enrolling in COM 360 Media Workshop - News Publishing (1), COM 361 Media Workshop - Radio Broadcasting (1), COM 362 Media Workshop - Public Relations & Advertising (1), COM 363 Media Workshop - Video News (1), COM 364 Media Workshop - Sports Media Production (1), COM 365 Media Workshop - Multimedia Production (1), COM 475 Directed Study (3), or COM 491 Internship (3) must apply for **eligibility** into those courses **no later** than the pre-registration period preceding the semester in which the courses will be taken. Media workshop courses are strongly recommended electives for all students.

Communication electives for the Public Relations and Advertising concentration should be selected from the following:

| Course | Title | Credits |
|---------|---|---------|
| COM 301 | Introduction to Television Production | 3 |
| COM 302 | Introduction to Audio Production | 3 |
| COM 306 | Sport Communication | 3 |
| COM 307 | Media Literacy | 3 |
| COM 309 | Entertainment & Media | 3 |
| COM 316 | Podcasting | 3 |
| COM 325 | Publication Design | 3 |
| COM 345 | Social Media Strategy | 3 |
| COM 360 | Media Workshop - News Publishing | 1 |
| COM 361 | Media Workshop - Radio Broadcasting | 1 |
| COM 362 | Media Workshop - Public Relations & Advertising | 1 |
| COM 363 | Media Workshop - Video News | 1 |
| COM 364 | Media Workshop - Sports Media Production | 1 |
| COM 365 | Media Workshop - Multimedia Production | 1 |
| COM 410 | Media Features (WI) | 3 |
| COM 412 | Digital Media Analytics | 3 |
| COM 445 | Media Management | 3 |
| COM 475 | Directed Study | 3 |
| MKT 301 | Principles of Marketing | 3 |
| MKT 325 | Digital Marketing | 3 |
| MKT 361 | Sales/Sales Force Management | 3 |
| MKT 378 | Consumer Behavior | 3 |

In addition to courses noted below, candidates for graduation must successfully complete all JSU Academic Regulations. **More information about Jax MIX requirements (<https://catalog.jsu.edu/undergraduate/jax-mix-requirements/>) and Alabama Transfers equivalents (<https://catalog.jsu.edu/undergraduate/alabama-transfers-equivalents/>) can be found in their respective section of the catalog.**

| Freshman | | Hours |
|--|--|-----------|
| Fall | | |
| Jax MIX Communication: EH Composition Sequence | | 3 |
| Jax MIX Expression: Fine Arts | | 3 |
| EH 141 | Speech (Jax MIX Communication) | 3 |
| MS 204 | Basic Statistics (Jax MIX Communication) | 3 |
| or MS 110 | or Finite Mathematics | |
| Jax MIX Experience: History | | 3 |
| SSC 101 | First Year Experience | 0 |
| Hours | | 15 |

| | | |
|--|------------------------------------|-----------|
| Spring | | |
| Jax MIX Communication: EH Composition Sequence | | 3 |
| Jax MIX Inquiry: Science | | 4 |
| Jax MIX Experience: History | | 3 |
| COM 200 | Introduction to Mass Communication | 3 |
| Minor or General Electives | | 3 |
| Hours | | 16 |

| Sophomore | | Hours |
|---|----------------------------------|-----------|
| Fall | | |
| Jax MIX Expression: Literature | | 3 |
| Jax MIX Inquiry: Science | | 4 |
| Jax MIX Experience: Social/Behavioral Science | | 3 |
| COM 304 | Introduction to Advertising | 3 |
| COM 330 | Introduction to Public Relations | 3 |
| Hours | | 16 |

| | | |
|--------------------------------|--|---|
| Spring | | |
| Jax MIX Expression: Literature | | 3 |

| | | |
|---|---|------------|
| Jax MIX Experience: Social/Behavioral Science | | 3 |
| Social and Cultural Foundations | | 3 |
| COM 320 | Video Production and Editing | 3 |
| COM 340 | Public Relations Writing | 3 |
| Hours | | 15 |
| Junior | | |
| Fall | | |
| Professional and Aesthetic Development | | 3 |
| COM 358 | Communication Theory | 3 |
| COM 380 | Media Law (WI) | 3 |
| COM 430 | Strategic Media Writing | 3 |
| Minor or General Electives | | 3 |
| Hours | | 15 |
| Spring | | |
| Professional and Aesthetic Development | | 3 |
| COM 400 | Public Relations and Advertising Case Studies | 3 |
| COM 415 | Mass Communication Research | 3 |
| COM Elective ¹ | | 3 |
| Minor or General Electives | | 3 |
| Hours | | 15 |
| Senior | | |
| Fall | | |
| COM 395 | Media Ethics (WI) | 3 |
| COM 440 | Campaign Management: Public Relations & Advertising | 3 |
| Minor or General Electives | | 6 |
| Hours | | 12 |
| Spring | | |
| Social and Cultural Foundations | | 3 |
| COM 491 | Internship | 3 |
| COM Elective ¹ | | 3 |
| Minor or General Electives | | 7 |
| Hours | | 16 |
| Total Hours | | 120 |

¹ Six credit hours of elective credit are required in the COM major. Please select a course from the approved list (1-3 hours) to work towards this requirement.