

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.