

# ACADEMIC MAP

## Public Relations

### Communication Studies, Bachelor of Arts



FINISH IN



First Year			Third Year		
<b>Fall</b>			<b>Fall</b>		
UNIV 1101	University Seminar I	1	College Core		3
COMM 1311	Foundation of Communication	3	COMM 3330	Persuasion	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		<b>Hours</b>	<b>15</b>
	<b>Hours</b>	<b>16</b>	<b>Spring</b>		
<b>Spring</b>			COMM 4331	Public Relations Campaigns	3
UNIV 1102	University Seminar II	1	College Core		3
ENGL 1301	Writing and Rhetoric I	3		Upper Division Electives	3
COMM 1318	Interpersonal Communication	3		Upper Division Electives	3
MEDA 1307	Media and Society	3	COMM 3331	Public Relations Writing and Design	3
MATH 1332	Contemporary Mathematics	3		<b>Hours</b>	<b>15</b>
or PHIL 2303	or Introduction to Logic and Critical Thinking				
	University Core Curriculum	3	<b>Fourth Year</b>		
	<b>Hours</b>	<b>16</b>	<b>Fall</b>		
<b>Second Year</b>			COMM 4335	Crisis Communication	3
<b>Fall</b>			COMM 4399	Communication Internship	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		Lower Divisional Elective	3
COMM 2335	Presentational Communication	3		<b>Hours</b>	<b>15</b>
COMM 1321	Business and Professional Communication	3	<b>Spring</b>		
	<b>Hours</b>	<b>15</b>	COMM 4394	Professional PR Portfolio	3
<b>Spring</b>				Upper Division Electives	3
	University Core Curriculum	3		Upper Division Electives	3
	University Core Curriculum	3		Lower Divisional Elective	1
	University Core Curriculum	3		Upper Division Electives	3
COMM 2330	Introduction to Public Relations	3		<b>Hours</b>	<b>13</b>
MEDA 2350	Media Performance	3	<b>Total Hours</b>		
	<b>Hours</b>	<b>15</b>	<b>120</b>		

This is not an official degree plan. It is a guideline for planning your courses. To access a copy of this academic map please visit [tamucc.edu/academics/planning/academic-advising/](http://tamucc.edu/academics/planning/academic-advising/)



# CAREER MAP

## COMMUNICATION STUDIES - PUBLIC RELATIONS

### *Bachelor of Arts*



The BA in Communication Studies develops students' understanding of theories, research, and skills associated with the everyday exchange of messages, better known as human communication. A variety of contexts in which messages are exchanged, including interpersonal, small group, organizational, intercultural, and public communication, are explored through various course offerings in this track. Coursework is designed to prepare students for communication jobs or positions in related fields, such as public relations, sales, human resources management, and training and development, among many others, or to pursue advanced degrees in communication or related disciplines upon graduation.

### CONTACT INFORMATION

**Career Counselor:**

Career and Professional Development Center  
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**Department Contact:**

Department of Communication & Media  
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### CAREER OPTIONS

- Public Relations Specialist
- Corporate Communications Manager
- Media Relations Manager
- Social Media Manager
- Public Affairs Specialist
- Event Coordinator
- Marketing Communications Specialist
- Digital PR Specialist
- Crisis Communications Manager
- Political Campaign Manager

### SKILLS/ATTRIBUTES

- Critical Thinking/Problem Solving
- Teamwork/Collaboration
- Oral/Written Communication

### STUDENT ORGANIZATIONS

- Island Waves Student Newspaper
- Student Government Association
- Film Club

### ADDITIONAL SOURCES OF INFORMATION

National Communication Association, Public Relations Society of America, American Society for Newspaper Editors, International Communication Association