# Communication, B.S.

## Public Relations

<table>
<thead>
<tr>
<th>Name:</th>
<th>Plan:</th>
<th>SubPlan/Option:</th>
<th>Min. Units Required:</th>
<th>120 units</th>
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</thead>
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## Major Required Core

- **12 units**
  - COM1106 - Writing for Communication Practitioners (3) or COM1107 - Copyediting (3)
  - COM2201 - Introduction to Communication Theory (3)
  - COM2204 - Advocacy and Argument (3) (A1)
  - STA1200 - Statistics with Applications (3) (B4)

## Subplan/Option Required Core

- **27 units**
  - COM1101 - Survey of Mass Communication (3)
  - COM2206 - Media Design (3)
  - COM2331 - Public Relations Principles (3)
  - COM3316 - Communication Research (3)
  - COM3319 - Public Relations Writing (3)
  - COM3360 - Communication Law and Ethics (3)
  - COM4140 - Public Relations Case Studies (3) or COM4411 - Applied Communication Internship (3)
  - COM4150 - Public Relations Campaigns (3)

## Subplan/Option Electives

- **12 units**
  - Choose one
    - COM2231 - Digital Photo (3)
    - COM4435 - Special Topics in Public Relations (3)
    - COM4465 - Online and Social Media (3)
  - Choose two
    - COM3314 - Organizational Communication (3) (D4)
    - COM3322 - Advanced Organization Communication (3)
    - COM3325 - Persuasion (3)
    - COM4222 - Crisis Communication (3) (D4)
    - COM4435 - Special Topics in Public Relations (3)

## Deeper Electives

- **Choose one**
  - COM4446 - Event Planning (3)
  - COM3340 - Professional Writing and Speaking (3)
  - COM4440 - Communication Training and Development (3)

## Unrestricted Electives

- **21-27 units**
  - Select a sufficient number of courses so that the total from "Major Required Core", "General Education", and "Unrestricted Electives" is at least 81 units.

## General Education Requirements

- **48 units**
  - Students should consult the Academic Programs website [https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml](https://www.cpp.edu/~academic-programs/general-education-course-listings.shtml) for current information regarding this requirement. Unless specific courses are required, please refer to the list of approved courses under General Education Requirements, Areas A through E.

### Area A. English Language Communication and Critical Thinking (9 units)
1. Oral Communication
2. Written Communication
3. Critical Thinking

### Area B. Scientific Inquiry and Quantitative Reasoning (12 units)
1. Physical Sciences
2. Life Sciences
3. Laboratory Activity
4. Mathematics/Quantitative Reasoning
5. Science and Technology Synthesis

### Area C. Arts and Humanities (12 units)
1. Visual and Performing Arts
2a. Philosophy and Civilization
2b. Literature and Language Other than English
3. Arts and Humanities Synthesis

### Area D. Social Sciences (12 units)
1. U.S. History and American Ideals
2. U.S. Constitution and California Government
4. Social Science Synthesis

### Area E. Lifelong Learning and Self-Development (3 units)
1. Interdisciplinary General Education (IGE)
   - **21 Units**
     - An alternate pattern for partial fulfillment of GE Areas A, C, and D available for students is the Interdisciplinary General Education (IGE) program. Students should see an advisor for specific GE coursework required by their major. Please refer to the University Catalog General Education Program section for additional information.
   - **How IGE fulfills General Education Requirements:**
     - **Year** | **Completion of IGE Courses** | **Satisfies GE Requirements**
     - Freshman | IGE 1100, IGE 1200 | A2 and C2b
     - Sophomore | IGE 2100, IGE 2200 | C1 and C2a
     - Junior | IGE 2300, IGE 2400 | D1 and D3
     - Senior | IGE 3100 | C3 or D4

### American Institutions
- **6 Units**
  - Courses that satisfy this requirement may also satisfy GE Area D1 and D2.

### American Cultural Perspectives Requirement
- **3 Units**
  - Refer to the University Catalog General Education Program section for a list of courses that satisfy this requirement. Course may also satisfy major, minor, GE, or unrestricted elective requirements.

### Graduation Writing Test
- All persons who receive undergraduate degrees from Cal Poly Pomona must pass the Graduation Writing Test (GWT). The test must be taken by the semester following completion of 60 units for undergraduates.