

# Major Academic Plan (MAP)

## Associate in Arts and Science

### BA in Communication Studies in Public Relations

Department of Communication Studies  
College of Social Sciences (CSS)

#### **Why study Public Relations within Communications?**

Public relations is a growing field and a valuable degree for energetic, creative and outgoing individuals interested in current events, advertising, consumer behavior, popular culture and public relation processes in a growing digital and media driven world. This option for a BA in Communication Studies will provide you with the opportunity to develop an understanding of public relations theories and practices, advance your desktop publishing and design skills, and hone your critical thinking skills all while developing effective communication techniques.

#### **CSS Coordinator:**

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#### **Opportunities Abound**

Students working toward the BA Communication Studies in Public Relations have the opportunity to study journalism and aspects of visual communication design, in addition to the foundational communication courses. They are also encouraged to participate in an internship where they can directly apply the concepts and methods for effective communication and public relation strategies learned in class. Public Relations is a growing field and students graduating with this Communication Studies option find career opportunities in Public Relations Firms, Labor Unions, Healthcare Organizations, Government, Business Corporations, Associations, and Volunteer Organizations. CMST graduates are actively involved in shaping the way we communicate in organizations, through various technologies, and within political, intercultural, social, and public settings.

#### **Sample Careers**

Media Relations Manager  
Digital Media Journalist  
Director of Public Relations  
Communication Specialist  
Sales Representative  
Director of Public Affairs  
Market Research Analyst  
Advertising Manager  
Film Marketing Director

#### **Communication in Public Relations Option (66 credits)**

##### Required Public Relations Credits (21 credits)

JRNM 332 News Writing (5)  
JRNM 451 Introduction to Public Relations Theory (4)  
JRNM 452 Advanced Public Relations Theory (4)  
JRNM 453 Public Relations Writing (4)

##### *Choose one of the following:*

DESN 360 Publication Design (4)  
DESN 368 Web Design 1 (4)



**EASTERN WASHINGTON UNIVERSITY**

■ start something **big**

# AA-DTA Degree Requirements with Suggested Classes that Fulfill EWU Prerequisites/Requirements

PIERCE COLLEGE COURSES	E.W.U. COURSE EQUIVALENT
<b>COMMUNICATION SKILLS (10 credits)</b>	
ENGL& 101 English Composition I (5)	ENGL 101 College Composition: Exposition and Argument (5)
ENGL& 102 English Composition II (5)	ENGL 201 College Composition: Analysis, Research, Document (5)
<b>QUANTITATIVE SKILLS (5 credits)</b>	
Consult your advisor for course options.	
<b>HUMANITIES (15 credits)</b>	
Consult your advisor for course options.	
<b>HUMANITIES PERFORMANCE/SKILLS (5 credits Maximum)</b>	
CMST& 220 Public Speaking (5)	CMST 201 Public Speaking (5)
<b>SOCIAL SCIENCES (15 credits)</b>	
Consult your advisor for course options.	
<b>NATURAL SCIENCES (15 credits)</b>	
Consult your advisor for course options.	
<b>GENERAL TRANSFERABLE ELECTIVES (15 credits)</b>	
Consult your advisor for course options.	
<b>GENERAL ELECTIVES (15 credits)</b>	
Consult your advisor for course options.	

## The courses listed below transfer to satisfy EWU Graduation Requirements and can be taken before or during the major program

### Foreign Language

Two full years of high school-level or one full year of college-level credit is required for graduation.

#### **Cultural Diversity (4 quarter credit minimum)**

- SOC 220 Gender Roles in Society (5)
- ANTH& 210 Indians of North America (5)
- ANTH& 106 American Mosaic (5)
- ANTH& 216 Northwest Coast Indians (5)
- ANTH 240 Women in Cross-Cultural Perspective (5)
- CMST 105 Intercultural Communication (5)
- HUM 105 Black Thought and Culture (5)
- HUM 106 Ethnic Thought and Culture (5)

#### **International Studies (4 quarter credit minimum)**

- BUS 245 Global Business (5)
- GEOG 160 World Regional Geography – the Non-Western World (5)
- HIST 260 History of Russia and the USSR (5)
- HIST 265 History of Latin America Since 1810 (5)
- HIST 270 Introduction to the Far East (5)
- HIST 280 Introduction to Chinese Civilization (5)
- HIST 287 History of Japan Since Antiquity (5)
- HUM 240 World Religions (5)
- INTS 107 Introduction to International Studies (5)
- POLS& 203 International Relations (5)
- SOC 212 Death, Dying and Bereavement (5)
- SOC& 201 Social Problems (5)

