

Public Relations and Strategic Communication, B.S.

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Requirements

The BA/BS/Minor will give students the opportunity to earn a full major/minor in the field of public relations and strategic communication. This degree prepares students with the necessary skills to communicate (a) visually, (b) orally, and through the (c) written word in traditional and digital mediums, as demanded by the ever-changing nature of strategic communication and public relations.

Total Program Credits: 120

General Education Requirements:		35 Credits
	ENGL 1010 Introduction to Academic Writing CC	3
or	ENGL 1005 Literacies and Composition Across Contexts CC (5)	
	ENGL 2010 Intermediate Academic Writing CC	3
	STAT 1040 Introduction to Statistics QL	3
or	STAT 1045 Introduction to Statistics with Algebra QL (5)	
Complete one of the following:		3
	HIST 1700 American Civilization AS (3)	
	HIST 2700 US History to 1877 AS (3)	
and	HIST 2710 US History since 1877 AS (3)	
	HIST 1740 US Economic History AS (3)	
	POLS 1000 American Heritage SS (3)	
	POLS 1100 American National Government AS (3)	
Complete the following:		
	PHIL 2050 Ethics and Values IH	3
	HLTH 1100 Personal Health and Wellness TE (2)	
or	EXSC 1097 Fitness for Life TE	2
Distribution Courses:		
	Biology	3
	Physical Science	3
	Additional Biology or Physical Science	3
	Humanities	3
	Fine Arts	3
	Behavioral/Social Science	3
Discipline Core Requirements:		18 Credits
	COMM 2300 Introduction to Public Relations and Strategic Communication	3
	COMM 3020 Communication Research Methods WE	3
	COMM 3520 Public Relations and Strategic Communication Case Studies	3
	COMM 3530 Public Relations and Strategic Communication Writing	3
	COMM 3050 Theories of Communication and Culture WE	3

COMM 4850 Public Relations and Strategic Communication Campaigns	3
Elective Requirements:	67 Credits
Complete 18 credits within the Communication Major, 9 must be at the 3000-4000 level	18
Any courses numbered 1000 or higher, specific upper-division credits may be needed to fulfill the university's upper-division requirement, completion of one G/I course is required.	49

Graduation Requirements:

1. Completion of a minimum of 120 or more semester credits.
2. Overall grade point average of 2.0 (C) or above (departments may require a higher GPA).
3. Residency hours: minimum of 30 credit hours through course attendance at UVU, with at least 10 hours earned in the last 45 hours.
4. Completion of GE and specified departmental requirements.
5. Completion of COMM courses with a C- or higher.
6. Successful completion of at least one Global/Intercultural course.

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Public Relations and Strategic Communication, B.S. Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in [Wolverine Track](#). (Note: This graduation plan has not been updated, please contact the department for the most updated plan.)

Semester 1	Course Title	Credit Hours
ENGL 1010	Introduction to Academic Writing CC	3
Elective		3
HLTH 1100 or EXSC 1097	Personal Health and Wellness TE or Fitness for Life TE	2
Fine Arts Distribution		3
Elective		3
Semester Total		14
Semester 2	Course Title	Credit Hours
Social/Behavioral Science Distribution		3
ENGL 2010	Intermediate Academic Writing CC	3
STAT1040	Introduction to Statistics QL	3
Biology GE		3
Elective		3
Semester Total		15
Semester 3	Course Title	Credit Hours
COMM 2300	Introduction to Public Relations and Strategic Communication	3
PHIL 2050	Ethics and Values IH	3
3rd Science		3
Elective		3
Elective		3
Semester total:		15
Semester 4	Course Title	Credit Hours
COMM Elective		3
Physical Science GE		3
Humanities		3
American Institutions GE		3
Elective		3
Semester total:		15
Semester 5	Course Title	Credit Hours
COMM 3020	Communication Research Methods WE	3
COMM Elective		3
COMM Elective		3
Elective		3
Elective		3
Semester total:		15

Semester 6	Course Title	Credit Hours
COMM 3050	Theories of Communication and Culture WE	3
COMM 3530	Public Relations and Strategic Communication Writing	3
Elective		4
COMM Upper Division Elective		3
Elective		3
Semester total:		16
Semester 7	Course Title	Credit Hours
COMM 3520	Public Relations and Strategic Communication Case Studies	3
COMM Upper Division Elective		3
Elective		3
Elective		3
Elective		3
Semester total:		15
Semester 8	Course Title	Credit Hours
COMM 4850	Public Relations and Strategic Communication Campaigns	3
COMM Upper Division Elective		3
Elective		3
Elective		3
Elective		3
Semester total:		15
Degree total:		120