

Catalog Year 2017-2018

BA Communication: Corporate Communication

Public Relations Track

A Major Academic Plan (MAP) illustrates one way to complete a degree in a recommended number of semesters. Below is an example of an efficient and recommended plan, but actual plans will vary by individual student needs. Program requirements are based on Catalog Year. See page two for a detailed summary of Major, General Education, Elective, and university requirements.

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| --- | --- | --- | --- | --- | --- | --- |
| **Course Subject and Title** | **Cr.** | **Min.**  **Grade** | **\*GE,**  **UU or UM** | **\*\*Sem. Offered** | **Prerequisite** | **Co Requisite** |
| Semester One | | | | | | |
| GE Objective 1: ENGL 1101 English Composition | 3 | C- | GE |  | Appropriate placement score |  |
| GE Objective 3 | 3 |  | GE |  |  |  |
| GE Objective 5 with Lab | 4 |  | GE |  |  |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 |  |  | F, S |  |  |
| Free Electives | 2 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Two | | | | | | |
| GE Objective 1: ENGL 1102 Critical Reading and Writing | 3 | C- | GE |  | ENGL 1101 or equivalent |  |
| GE Objective 2: COMM 1101 | 3 |  | GE |  |  |  |
| GE Objective 5 | 3 |  | GE |  |  |  |
| Track Elective | 3 |  |  |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Three | | | | | | |
| GE Objective 4 | 3 |  | GE |  |  |  |
| CMP 1110 Media Writing | 3 |  |  | F, S | ENGL 1101 or placement into ENGL 1102 |  |
| CMP 2201 Business and Professional Communication | 3 |  |  | F, S |  |  |
| CMP 2241 Intro to Public Relations | 3 |  |  | F |  |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Four |  |  |  |  |  |  |
| GE Objective 4 | 3 |  | GE |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| CMP 2209 Persuasion | 3 |  |  | F, S |  |  |
| CMP 2231 Intro to Graphic Design | 3 |  |  | F, S |  |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Five |  |  |  |  |  |  |
| GE Objective 7 or 8 | 3 |  | GE |  |  |  |
| CMP 3307 Social and Interactive Media Campaigns | 3 |  | UM | F |  |  |
| CMP 3308 Groups and Communication | 3 |  | UM | F |  |  |
| CMP 3346 Public Relations Writing | 3 |  | UM | F | CMP 1110 and CMP 2241 |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Six |  |  |  |  |  |  |
| GE Objective 6 | 3 |  | GE |  |  |  |
| GE Objective 9 | 3 |  | GE |  |  |  |
| CMP 3309 Communication Inquiry | 3 |  | UM | S |  |  |
| Choose One: CMP 3335 or CMP 4440 | 3 |  | UM | S | CMP 2231 for CMP 3335 |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Seven |  |  |  |  |  |  |
| CMP Track Elective | 3 |  |  |  |  |  |
| Upper Division Free Electives | 12 |  | UU |  |  |  |
| Total | 15 |  |  |  |  |  |
| Semester Eight |  |  |  |  |  |  |
| CMP 4446 Public Relations Campaigns | 3 |  | UM | S | CMP 3346 |  |
| CMP Track Elective | 3 |  |  |  |  |  |
| Upper Division Free Electives | 6 |  | UU |  |  |  |
| Free Electives | 3 |  |  |  |  |  |
| Total | 15 |  |  |  |  |  |
| \*GE=General Education Objective, UU=Upper Division University, UM= Upper Division Major  \*\*See Course Schedule section of Course Policies page in the e-catalog (or input F, S, Su, etc.) | | | | | | |

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| **2017-2018 Major Requirements** | **CR** | **2017-2018 GENERAL EDUCATION OBJECTIVES**  **Satisfy Objectives 1,2,3,4,5,6 (7 or 8) and 9** | | | | | | **36 cr. min** |
| **MAJOR REQUIREMENTS** | **45** | 1. Written English (6 cr. min) ENGL 1101 | | | | | | 3 |
| **Required Courses** |  | ENGL 1102 | | | | | | 3 |
| **Core Courses** | **18** | 2. Spoken English (3 cr. min) COMM 1101 | | | | | | 3 |
| CMP 2201 Business and Professional Communication | 3 | 3. Mathematics (3 cr. min) | | | | | |  |
| CMP 2202 Photo, Graphic & Video Editing | 3 | 4. Humanities, Fine Arts, Foreign Lang. **(2 courses; 2 categories; 6 cr. min)** | | | | | | |
| CMP 2209 Persuasion | 3 |  | | | | | |  |
| CMP 2231 Intro to Graphic Design | 3 |  | | | | | |  |
| CMP 3308 Groups and Communication | 3 | 5. Natural Sciences **(2 lectures-different course prefixes, 1 lab; 7 cr. min)** | | | | | | |
| CMP 3309 Communication Inquiry | 3 |  | | | | | |  |
| **Public Relations Track Courses** | **15** |  | | | | | |  |
| CMP 1110 Media Writing | 3 |  | | | | | |  |
| CMP 2241 Intro to Public Relations | 3 | 6. Behavioral and Social Science **(2 courses-different prefixes; 6 cr. min)** | | | | | | |
|  |  |  | | | | | |  |
| CMP 3307 Social and Interactive Media Campaigns | 3 |  | | | | | |  |
| CMP 3346 Public Relations Writing | 3 | One Course from EITHER Objective 7 OR 8 **(1course; 3 cr. min)** | | | | | | |
| CMP 4446 Public Relations Campaigns | 3 | 7. Critical Thinking | | | | | |  |
| **Choose ONE of the following:** | **3** | 8. Information Literacy | | | | | |
| CMP 3335 Typography and Layout OR |  | 9. Cultural Diversity **(1 course; 3 cr. min)** | | | | | | |
| CMP 4440 Sport Public Relations |  |  | | | | | |  |
| **CMP Electives** | **9** | General Education Elective to reach 36 cr. min. **(if necessary)** | | | | | | |
| CMP 2203 Media Literacy  CMP 2205 Argumentation  CMP 2261 Introduction to Advertising  CMP 2271 Television & Video Production;  CMP 2286 Visual Rhetoric  CMP 3302 Image Management  CMP 3310 Multiplatform Storytelling  CMP 3320 Foundations of Leadership  CMP 3339 Web Design;  CMP 3347 Sport Communication  CMP 3367 Advertising Media Planning;  CMP 4404 Gender & Communication  CMP 4410 Mass Media History, Law, Ethics  CMP 4418 Feature Writing  CMP 4420 Advanced Leader Communication  CMP 4422 Conflict Management;  CMP 4424 Management Communication  CMP 4460 National Student Advertising Competition  CMP 4475 Corporate Video Production  CMP 4485 Rhetorical Theory  CMP 4488 Rhetorical Criticism;  CMP 4494 Internship | |  | | | | | |  |
| Total GE | | | | | |  |
| GE Objectives Courses:  [2017-2018 General Education Requirements (PDF)](http://www.isu.edu/media/libraries/central-academic-advising/pdf-files/gened-requirements/2017-2018-General-Education-Requirements.pdf) | | | | | | |
|  | | | | |  | |
| **MAP Credit Summary** | | | | | **CR** | |
| Major | | | | | 45 | |
| General Education | | | | | 37 | |
| Free Electives to reach 120 credits | | | | | 38 | |
| TOTAL | | | | | 120 | |
|  | | | | | | |
|  |  | **Graduation Requirement Minimum Credit Checklist** | | | **Confirmed** | | | |
|  |  | Minimum 36 cr. General Education Objectives (15 cr. AAS) | | | X | | | |
|  |  | Minimum 16 cr. Upper Division in Major (0 cr. Associate) | | |  | X | | |
|  |  | Minimum 36 cr. Upper Division Overall (0 cr. Associate) | | |  | X | | |
|  |  | Minimum of 120 cr. Total (60 cr. Associate) | | |  | X | | |
|  |  |  | |  | | | | |
| **Advising Notes** | | ***MAP Completion Status (for internal use only)*** | | | | | | |
| Recommended Track Elective: CMP 2205 for GE OBJ. 7 | |  | *Date* | | | | | |
|  | | *Department:* | 03/13/2017 | | | | | |
|  | | *CAA or COT:* | 03/08/2017 | | | | | |
|  | | *Registrar:* |  | | | | | |
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2.13.2017 MAP Version