

DISC 1312 and 3.000 GPA across STAT 2331 or ITOM 2305, CCPA 2327, and CCPA 3300

CORE REQUIREMENTS (12 hours)

Taken before entry into the major:

- CCPA 2327 Communication and Technology
- CCPA 3300 Free Speech and First Amendment

All remaining courses taken after entry into the major, beginning with the following two courses:

- CCPA 2375 Communication Research and Data Analytics
- CCPA 3355 Principles of Public Relations

Students may double major in Corporate Communication and Public Affairs, Advertising, or Journalism; certain restrictions apply. Additional hours for other University requirements vary. See an advisor for details.

COURSE REQUIREMENTS (25 hours)

Public Speaking

- CCPA 2300 Public Speaking in Context

Writing

- CCPA 2308 Introduction to Newswriting for Public Relations
- CCPA 3382 Advanced Writing for Public Relations

Professional Development

- CCPA 3310 Crisis Management
- CCPA 4130 Professional Seminar
- CCPA 4340 Corporate Finance and Public Relations Strategy or CCPA 4386 Financial Communication

Media and Technology

- CCPA 3335 Principles of Digital Communication and Social Media
- One 3-hr elective from the following:
 - › ADV 1360 Creative Production
 - › ASIM 1300 Introduction to Digital/Hybrid Media
 - › ASIM 1310 Creative Coding I
 - › CCPA 4335 Advanced Digital Communication
 - › CCPA 4338 Creative Production for Communicators
 - › FILM 1304 Production I (closed to seniors)
 - › JOUR 2304 Basic Video and Audio Production
 - › JOUR 3357 Photojournalism

Campaign Development

- CCPA 4394 Mustang Consulting III: Leadership Practicum or CCPA 4395 Boulevard Consulting Practicum

INTERCULTURAL/INTERNATIONAL REQUIREMENT (3 hours)

- CCPA 3321 Communication in Global Contexts
- CCPA 3341 Ethnicity, Culture, and Gender
- CCPA 4310 History and Philosophy of Free Speech

- CCPA 4385 Communication, Technology, and Globalization
- CCPA 4390 Globalization, Economics, and Communication
- JOUR 4360 Women and Minorities in the Media

ETHICS COURSE REQUIREMENT (3 hours)

- CCPA 2328 Communication Ethics or JOUR 2302 Ethics of Convergent Media

INTERNATIONAL REQUIREMENT (3 hours for majors; 4 hours for CCPA, ADV, and JOUR double majors)

