



**BACHELOR OF ARTS IN COMMUNICATION
PUBLIC RELATIONS CONCENTRATION**

	Course	Course Description	Credits	Prerequisites/Notes	Offered
Fall - Year 1	SPC 1017	Fundamentals of Communication	3	Fulfills Humanities Gen Ed	Fa, Sp
	ENC 1101	Composition I	3	A01 min. score of 17 or S01 min. score of 440 or ACU 1 min. score of 083 or ERT 1 min. score of 103	Fa, Sp, Su
	MGF 1106 or MGF 1107	General Math or Finite Math	3		Fa, Sp, Su
	Recommended for NON science majors: AST 2002C or BSC 1005 or CHM 1020 or ESC 1000C or EVR 1001C or PHY 2020	State Core Natural Science General Education Course	3		Fa, Sp, Su
	XXX-XXXX	Free General Elective	3		Fa, Sp
	Total Credits for Semester:			15	

	Course	Course Description	Credits	Prerequisites/Notes	Offered
Spring - Year 1	SPC 1608	Effective Speaking	3		Fa, Sp, Su
	ENC 1102	Composition II	3	Pre-req: ENC 1101	Fa, Sp, Su
	AMH 2020 or ANT 2000 or ECO 2013 or POS 2041 or PSY 2012 or SYG 2000	State Core Gen Ed Requirement in Social Sciences	3		Fa, Sp, Su
	STA 2023	State Core Math: Statistical Methods	3	MAT 1033 or MAC 1105 or MAC 1147 or MAC 2233 or MGF 1107 or MGF 1106 or S02 min. score of 550 or A02 min. score of 24 or ACU4 min. score of 090 or ERT4 min. score of 123	Fa, Sp, Su
	XXX-XXXX	Humanities General Education Course**	3		Fa, Sp, Su
Total Credits for Semester:			15		

	Course	Course Description	Credits	Prerequisites/Notes	Offered
Fall - Year 2	XXX-XXXX	Free General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	XXX-XXXX	Natural Science General Education Course	3		Fa, Sp, Su
	XXX-XXXX	Social Sciences General Education Course**	3		Fa, Sp, Su
	Total Credits for Semester:			15	

	Course	Course Description	Credits	Prerequisites/Notes	Offered
Spring - Year 2	XXX-XXXX	Free General Elective	3		Fa, Sp
	ARH 2000 or HUM X020 or LIT 2000 or MUL 2010 or PHI 1010 or THE 2000	State Core Gen Ed Requirement in Humanities	3		Fa, Sp, Su
	XXX-XXXX	Social or Natural Sciences General Education Course**	3		Fa, Sp, Su
	XXX-XXXX	Free General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	Total Credits for Semester:			15	

NOTES:

** Students must complete 6 hours of Intercultural Knowledge coursework (INKN) from within the Social Sciences, Humanities or Natural Sciences. In addition to Composition I & II, students must complete 6 hours of College Level Writing Skills (CLWS) from within the Social Sciences or Humanities categories, or Colloquium with a "C" or higher.

For additional information, see: <https://www.fgcu.edu/cas/departments/commphil/commba/index.aspx>



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Fall - Year 3	Course	Course Description	Credits	Prerequisites/Notes	Offered
	IDS 3300	Foundations of Civic Engagement	3	Pre-req: ENC 1102 and Junior Standing	Fa, Sp, Su
	SPC 3230	History of Rhetorical Theory	3		Fa, Sp
	SPC 3210	Theories of Human Communication	3		Fa, Sp, Su
	PUR 3000	Principles of Public Relations	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	Total Credits for Semester:		15		

Spring - Year 3	Course	Course Description	Credits	Prerequisites/Notes	Offered
	IDS 3920	University Colloquium	3		Fa, Sp, Su
	SPC 3721	Interracial/Intercultural Comm	3		Fa, Sp
	PUR 3600	Public Relations Strategy	3		Fa, Sp
	XXX-3XXX/4XXX	Free Upper-level General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	Total Credits for Semester:		15		

Fall - Year 4	Course	Course Description	Credits	Prerequisites/Notes	Offered
	PUR 3100	Public Relations Writing	3	Pre-req: PUR 3000	Fa, Sp
	3XXX/4XXX	Restricted Upper-level elective	3		Fa, Sp
	SPC 4941	Internship	3	SPC 3210, and SPC 3721, and (PHI 3106 or SPC 3517 or SPC 3230) with minimum grades of C or higher	Fa, Sp, Su
	XXX-3XXX/4XXX	Free Upper-level General Elective	3		Fa, Sp
	XXX-3XXX/4XXX	Free Upper-level General Elective	3		Fa, Sp
	Total Credits for Semester:		15		

Spring - Year 4	Course	Course Description	Credits	Prerequisites/Notes	Offered
	PUR 4500	Public Relations Research	3	Pre-req: PUR 3000	Fa, Sp
	PUR 4800	PR Campaigns/Capstone	3	Pre-req: PUR 3000	Fa, Sp, Su
	XXX-3XXX/4XXX	Free Upper-level General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	XXX-XXXX	Free General Elective	3		Fa, Sp
	Total Credits for Semester:		15		

Total Credits for Degree: 120

Course Type

General Education
Common Prerequisites
Critical Course for the Major
Strongly Recommended Gen Ed
Required in the Major
Restricted Electives
University Requirement
General Electives

Note: FGCU requires that students who enter with fewer than 60 semester hours of credit must enroll in a minimum of 9 semester credit hours of coursework during one or more summer sessions prior to graduation. Therefore any of the courses listed in the fall and spring semesters above may be

Summer	Course	Course Description	Credits	Prerequisites	Offered
	XXX XXXX	Any Courses Listed Above	varies	varies	Summer
			≥ 9		