ABOUT THE MAJOR
Public Relations engages students in courses that build knowledge and skills in today’s multicultural domestic and global public relations industry. Students learn the importance of and processes behind building and maintaining mutually beneficial relationships between organizations and target publics through effective interactive communication. Students also gain hands-on experience in media relations, community relations, and employee relations through bluestone-Public Relations Firm and experiential and service learning projects for private, nonprofit, corporate, and public sector clients.

ABOUT THIS MAP
This program map is intended ONLY as a guide for students to plan their course of study. It does NOT replace any information in the Undergraduate Catalog, which is the official guide for completing degree requirements. Use this map to help plan and guide your experience at UWG, including academic, co-curricular, and discovery opportunities. Everyone’s experience is different and activities in this map are suggestions. Always consult with your advisors whenever possible for new opportunities and updates.

WHERE CAN YOU GO WITH THIS DEGREE?
- Advertising Account Executive
- Advertising Copywriter
- Event Manager
- Marketing Executive
- Media Researcher
- PPC Specialist
- Public Affairs Consultant
- Public Relations Officer
- Sales Promotion Account Executive
- Social Media Manager

ADD A CERTIFICATE
- Advertising
- Data Analytics
- International Business
- Sales
- Sustainable Business

HONORS COLLEGE
Consider joining if you have an Overall GPA of 3.2 and earned 15 college credit hours!

Visit westga.edu/program-maps for the latest version of this major map.

Visit Wolfwatch for more information.

Have a question? Check in with your advisor!
### YEAR 1

#### TERM 1: FALL

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1: ENGL 1101</td>
<td>English Composition I</td>
<td>3</td>
</tr>
<tr>
<td>S1: HIST 1111 OR 1112</td>
<td>US History</td>
<td>3</td>
</tr>
<tr>
<td>I2: XIDS 2002</td>
<td>(Recommended) First-Year Seminar</td>
<td>2</td>
</tr>
<tr>
<td>A1: HUMANITIES</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>T1: SCIENCE + LAB</td>
<td></td>
<td>4</td>
</tr>
</tbody>
</table>

**MILESTONES:**
- Complete ENGL 1101 – English Composition I; required to earn C or higher.

**FIND YOUR PLACE**
- Join PRSSA.
- Become a mentor in the Alums! Mentor Program.
- Attend PRSSA networking functions and alumni networking events.

**BROADEN YOUR PERSPECTIVES**
- Visit the IMC Wellness Hub to find all the resources available to you!
- Visit Health Services.
- Get to know the career options available.
- Visit the Center for Economic Education and Financial Literacy.

**CRUSH YOUR COURSEWORK**
- Meet with your professors and advisors about your education and career goals.

### YEAR 2

#### TERM 1: FALL

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>F: COMM 1154</td>
<td>Introduction to Mass Communications</td>
<td>3</td>
</tr>
<tr>
<td>F: FOREIGN LANGUAGE</td>
<td>Foreign Language 150-2000</td>
<td>3</td>
</tr>
<tr>
<td>A2: HUMANITIES</td>
<td></td>
<td>3</td>
</tr>
<tr>
<td>T3: STEM COURSE</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**MILESTONES:**
- Complete first foreign language requirement.
- Complete COMM 1154 – Introduction to Mass Communications; required to earn C or higher.

**FIND YOUR PLACE**
- Complete 60 credit hours by end of term, to earn C or higher.

**BROADEN YOUR PERSPECTIVES**
- Complete core IMPACTS classes.
- Meet with your faculty mentor at least once per semester.

**CONNECT OFF-CAMPUS**
- Attend a volunteer or Media Day.
- Maintain PRSSA membership.
- Participate in Alums! Networking events.

**TAKE CARE OF YOURSELF**
- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students’ stories of their experiences.

**SAVE YOUR PATH**
- Complete core IMPACTS classes.
- Meet with your faculty mentor at least once per semester.

### TERM 2: SPRING

#### TERM 2: SPRING

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>P2: POLS 1101</td>
<td>American Government</td>
<td>3</td>
</tr>
<tr>
<td>F: FOREIGN LANGUAGE</td>
<td>Foreign Language 150-2000</td>
<td>3</td>
</tr>
<tr>
<td>F: COMM 2254</td>
<td>Media Ethics</td>
<td>3</td>
</tr>
<tr>
<td>S2: SOCIAL SCIENCE</td>
<td></td>
<td>3</td>
</tr>
</tbody>
</table>

**MILESTONES:**
- Complete second foreign language requirement.
- Complete COMM 2254 – Media Ethics; required to earn C or higher.
- Complete 60 credit hours by end of term, including credit hours earned previous terms.

**FIND YOUR PLACE**
- In a student organization? Suggest you all complete an implicit bias workshop.
- Consider a study abroad program. Check out students’ stories of their experiences.

**BROADEN YOUR PERSPECTIVES**
- Complete an internship in your field.
- Consider a summer or part-time job.
- Ask your department about networking opportunities with alumni.

**CONNECT OFF-CAMPUS**
- Take a fitness class, climb the rock wall, or join an intramural team.
- Consider whether counseling is right for you: take a mental health screening.

**TAKE CARE OF YOURSELF**
- Draft your resume and attend a resume blitz.
- Learn about how to network on social media.
- Draft your personal statement.
- Complete an internship.

**SAVE YOUR PATH**
- Draft your resume and attend a resume blitz.
- Learn about how to network on social media.
- Update your Handshake profile.
- Draft your personal statement.
- Complete an internship.
TERM 1: FALL
COMM 3302
Writing Across Media
3 CREDIT HOURS
COMM 3313
Public Relations Principles
3 CREDIT HOURS
ELECTIVE
Must select COMM 3000-4000 level course or courses from approved list
3 CREDIT HOURS
MINOR COURSES
6 CREDIT HOURS
MILESTONES:
• COMPLETE COMM 3302 – WRITING ACROSS MEDIA.
• COMPLETE COMM 3313 – PUBLIC RELATIONS PRINCIPLES.
CRUSH YOUR COURSEWORK
• Complete core classes.
• Meet with your faculty mentor at least once per semester.
FIND YOUR PLACE
• Attend/or volunteer at Media Day.
• Maintain PRSSA membership.
• Participate in alpha bravo.
• Explore internship opportunities.
BROADEN YOUR PERSPECTIVES
• Complete an internship in your field.
• Consider a summer or part-time job.
• Ask your department about networking opportunities with alumni.
CONNECT OFF-CAMPUS
• Take a fitness class, climb the rock wall, or join an intramural team.
• Consider whether counseling is right for you. Take a mental health screening.
TAKE CARE OF YOURSELF
• Draft your resume and attend a resume blitz.
• Learn about how to network on social media and update your Handshake profile.
• Draft your personal statement.
• Visit the graduate school to find out about graduate programs and admission requirements.
PAVE YOUR PATH
• Attend an orientation.

Jane Ann Smith
Dean of the Mass Communications Department

YEAR 3

TERM 2: SPRING
COMM 4414
Public Relations Management
3 CREDIT HOURS
COMM 4451
Public Relations Writing
3 CREDIT HOURS
ELECTIVE
Must select COMM 3000-4000 level course or course from approved list
3 CREDIT HOURS
MINOR COURSES
6 CREDIT HOURS
MILESTONES:
• COMPLETE COMM 4441 – PUBLIC RELATIONS MANAGEMENT.
• COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE.
CRUSH YOUR COURSEWORK
• Complete all pre-requisites before taking capstone course COMM 4441 – public relations management.
FIND YOUR PLACE
• Complete 3 credit hours if minor requires 18 credit hours.
BROADEN YOUR PERSPECTIVES
• Complete a minimum of 12 credit hours of COMM 3000-4000 level courses to apply toward 18-21 credit hours of major electives.
TAKE CARE OF YOURSELF
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
PAVE YOUR PATH
• Complete an internship.
• Submit your coursework for internal Excellence Awards.
• Submit your work for national awards.

Additional Information:
• For Mass Communications majors, 15-21 credit hours of COMM 3300-4000 level courses are required to apply toward major electives. Up to 6 credit hours of the 15-21 hours may be selected from the Approved Electives List, but this is not required. Majors may petition to apply additional courses, including 1000-2000 level courses, as major electives that are relevant to their career aspirations by submitting requests and rationales to advisors. The Dean of Degrees must approve all information.

TERM 1: FALL
COMM 4413
Public Relations Cases
3 CREDIT HOURS
COMM 4444
Public Relations Campaigns
0/3 CREDIT HOURS
ELECTIVE(S)
Must select COMM 3000-4000 level courses or courses from approved list (COMM 4421P - Practicum: bluestone Public Relations Firm)
3/6 CREDIT HOURS
MINOR COURSES
6 CREDIT HOURS
MILESTONES:
• COMPLETE COMM 4414 – PUBLIC RELATIONS MANAGEMENT.
• COMPLETE COMM 4414 – PUBLIC RELATIONS MANAGEMENT.
CRUSH YOUR COURSEWORK
• Complete all pre-requisites before taking capstone course COMM 4414 – public relations management.
FIND YOUR PLACE
• Complete all pre-requisites before taking capstone course COMM 4414 – public relations management.
BROADEN YOUR PERSPECTIVES
• Ask for advice from professionals in your field of interest.
TAKE CARE OF YOURSELF
• Request references from professors and supervisors.
• Draft your resume cover letter and personal statement and resume to all career services.
• Attend business fairs and career fairs at UMW and across the state.
PAVE YOUR PATH
• Complete an internship.

Jane Ann Smith
Dean of the Mass Communications Department

YEAR 4

TERM 2: SPRING
COMM 4484
Mass Communications Research Methods
3 CREDIT HOURS
COMM 4444
Public Relations Campaigns
0/3 CREDIT HOURS
ELECTIVES
Must select COMM 3000-4000 level courses or courses from approved list. Complete 9 credit hours if minor requires 15 credit hours. (COMM 4414, COMM 4441 – Public Relations Writing.)
3/6 CREDIT HOURS
MINOR COURSE
0/3 CREDIT HOURS
MILESTONES:
• COMPLETE A MAXIMUM OF 12 CREDIT HOURS OF COMM 3000-4000 LEVEL COURSES TO APPLY TOWARD 18-21 CREDIT HOURS OF MAJOR ELECTIVES.
CRUSH YOUR COURSEWORK
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
FIND YOUR PLACE
• Complete 3 credit hours if minor requires 18 credit hours.
BROADEN YOUR PERSPECTIVES
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive practices.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive regulations.
TAKE CARE OF YOURSELF
• Assess your cultural competency.
TAKE CARE OF YOURSELF
• Consider working abroad and research visa regulations.
PAVE YOUR PATH
• Develop a post-graduation exercise plan.
PAVE YOUR PATH
• Explore your loan repayment options and complete your exit counseling.

Additional Information:
• All students may take up to 8 hours of internship (COMM 4486) for credit in their degree program, and students may take up to 6 credit hours of COMM 4486-88 (off-campus) courses in their degree program. However, students may not exceed a total of 21 credit hours of internship and practica combined.
• Students should not take COMM 4421P – Practicum: bluestone Public Relations Firm and COMM 4444 Public Relations Campaigns during the same academic term.

TERM 1: FALL
COMM 4484
Mass Communications Research Methods
3 CREDIT HOURS
COMM 4444
Public Relations Campaigns
0/3 CREDIT HOURS
ELECTIVES
Must select COMM 3000-4000 level courses or courses from approved list. Complete 9 credit hours if minor requires 15 credit hours. (COMM 4414, COMM 4441 – Public Relations Writing.)
3/6 CREDIT HOURS
MINOR COURSE
0/3 CREDIT HOURS
MILESTONES:
• COMPLETE A MAXIMUM OF 12 CREDIT HOURS OF COMM 3000-4000 LEVEL COURSES TO APPLY TOWARD 18-21 CREDIT HOURS OF MAJOR ELECTIVES.
CRUSH YOUR COURSEWORK
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
FIND YOUR PLACE
• Complete 3 credit hours if minor requires 18 credit hours.
BROADEN YOUR PERSPECTIVES
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive practices.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive regulations.
TAKE CARE OF YOURSELF
• Assess your cultural competency.
TAKE CARE OF YOURSELF
• Consider working abroad and research visa regulations.
PAVE YOUR PATH
• Develop a post-graduation exercise plan.
PAVE YOUR PATH
• Explore your loan repayment options and complete your exit counseling.

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TERM 2: SPRING
COMM 4484
Mass Communications Research Methods
3 CREDIT HOURS
COMM 4444
Public Relations Campaigns
0/3 CREDIT HOURS
ELECTIVES
Must select COMM 3000-4000 level courses or courses from approved list. Complete 9 credit hours if minor requires 15 credit hours. (COMM 4414, COMM 4441 – Public Relations Writing.)
3/6 CREDIT HOURS
MINOR COURSE
0/3 CREDIT HOURS
MILESTONES:
• COMPLETE A MAXIMUM OF 12 CREDIT HOURS OF COMM 3000-4000 LEVEL COURSES TO APPLY TOWARD 18-21 CREDIT HOURS OF MAJOR ELECTIVES.
CRUSH YOUR COURSEWORK
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
FIND YOUR PLACE
• Complete 3 credit hours if minor requires 18 credit hours.
BROADEN YOUR PERSPECTIVES
• Complete 120 credit hours by end of term, including credit hours earned previous terms.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive practices.
TAKE CARE OF YOURSELF
• Explore practices of creating more inclusive regulations.
TAKE CARE OF YOURSELF
• Assess your cultural competency.
TAKE CARE OF YOURSELF
• Consider working abroad and research visa regulations.
PAVE YOUR PATH
• Develop a post-graduation exercise plan.
PAVE YOUR PATH
• Explore your loan repayment options and complete your exit counseling.

Additional Information:
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