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

Visit westga.edu/program-maps for the latest version of this major map.
### YEAR 2

#### TERM 1: FALL

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Course Code</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1: ORAL COMMUNICATION</td>
<td>COMM 1154</td>
<td>Introduction to Mass Communications</td>
</tr>
<tr>
<td>C2: HUMANITIES</td>
<td>POLS 1101</td>
<td>American Government</td>
</tr>
<tr>
<td>D1: MATH, SCIENCE, &amp; TECHNOLOGY</td>
<td>ENGL 1101</td>
<td>English Composition I</td>
</tr>
<tr>
<td>D2: MATH, SCIENCE, &amp; TECHNOLOGY</td>
<td>MATH 1401/1001/1111</td>
<td>Elementary Statistics, Quantitative Skills &amp; Reasoning, or College Algebra</td>
</tr>
<tr>
<td>MILESTONE:</td>
<td></td>
<td>COMPLETE SECOND FOREIGN LANGUAGE REQUIREMENT.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>COMPLETE COMM 2254; REQUIRED TO EARN C OR HIGHER.</td>
</tr>
<tr>
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<td>COMPLETE 60 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.</td>
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#### TERM 2: SPRING

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Course Code</th>
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<tbody>
<tr>
<td>E3: POLS 1101</td>
<td>POLS 1101</td>
<td>American Government</td>
</tr>
<tr>
<td>F: FOREIGN LANGUAGE</td>
<td>FOREIGN LANGUAGE</td>
<td>Foreign Language 1000-2000</td>
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<tr>
<td>F: FOREIGN LANGUAGE</td>
<td>COMM 2254</td>
<td>Media Ethics</td>
</tr>
<tr>
<td>F: FOREIGN LANGUAGE</td>
<td>HUMANITIES OR SOCIAL SCIENCE</td>
<td>HUMANITIES OR SOCIAL SCIENCE</td>
</tr>
<tr>
<td>MILESTONE:</td>
<td></td>
<td>COMPLETE SECOND FOREIGN LANGUAGE REQUIREMENT.</td>
</tr>
<tr>
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<tr>
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### YEAR 1

#### TERM 1: FALL

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<tr>
<th>Milestone</th>
<th>Course Code</th>
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</thead>
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<tr>
<td>A1: ENGL 1101</td>
<td>ENGL 1101</td>
<td>English Composition I</td>
</tr>
<tr>
<td>E1: HIST 1111 OR 1112</td>
<td>HIST 1111 OR 1112</td>
<td>US History</td>
</tr>
<tr>
<td>B2: XIDS 2002</td>
<td>XIDS 2002</td>
<td>Recommended First-Year Seminar</td>
</tr>
<tr>
<td>C1: FINE ARTS</td>
<td>FINE ARTS</td>
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<tr>
<td>D1: SCIENCE + LAB</td>
<td>SCIENCE + LAB</td>
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</table>

**Milestone:** Complete Engl 1101; Required to earn C or higher.

#### TERM 2: SPRING

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Course Code</th>
<th>Title</th>
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<tbody>
<tr>
<td>A1: ENGL 1102</td>
<td>ENGL 1102</td>
<td>English Composition II</td>
</tr>
<tr>
<td>A2: MATH 1401/1001/1111</td>
<td>MATH 1401/1001/1111</td>
<td>Elementary Statistics, Quantitative Skills &amp; Reasoning, or College Algebra</td>
</tr>
<tr>
<td>F: COMM 1110</td>
<td>COMM 1110</td>
<td>Public Speaking</td>
</tr>
<tr>
<td>E2: HIST 2111 OR 2112</td>
<td>HIST 2111 OR 2112</td>
<td>US History</td>
</tr>
<tr>
<td>D1: NON-LAB SCIENCE</td>
<td>NON-LAB SCIENCE</td>
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</tr>
</tbody>
</table>

**Milestone:** Complete Engl 1102; Required to earn C or higher. Complete Comm 1110; Required to earn C or higher. Complete 30 credit hours by end of term, including credit hours earned previous terms.

### CRUSH YOUR COURSEWORK

- Talk with your professors and advisors about your education and career goals.
- Join PRSSA.
- Become a mentor in the Alumni Mentor Programs.
- Attend SPSM networking functions and alumni networking events.
- Explore diversity, equity, and inclusion resources and opportunities across campus.
- Check out the education abroad office.
- Visit Wolves Vote to learn about the voting process and registration.
- Consider volunteering for a campaign or organization in your community.
- Draft your personal statement.
- Learn about how to network on social media and opportunities with alumni.
- Draft your resume and attend a resume blitz.
- Complete a self-assessment to see what careers and majors are right for you.
- Visit Office of Career and Graduate School and majors are right for you.
- Complete a self-assessment to see what careers and majors are right for you.
- Complete core classes.
- Meet with your faculty mentor at least once per semester.
- 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.
- Consider applying for an on-campus job.
- Create your profile on Handshake.
- Connections.
- Visit Office of Career and Graduate School and majors are right for you.
- Complete a self-assessment to see what careers and majors are right for you.
- Complete core classes.
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- Take a fitness class, climb the rock wall, or join an intramural team.
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- Complete a self-assessment to see what careers and majors are right for you.
- Complete core classes.
- Meet with your faculty mentor at least once per semester.
- 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.
- Consider applying for an on-campus job.
- Create your profile on Handshake.
- Connections.
YEAR 3

TERM 1: FALL
COMM 3301 Fundamentals of News Writing 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 3301.
• COMPLETE COMM 3313.

Additional Information:
• Additional information: students may take up to 8 hours of internship (COMM 4495) to count as major electives in their degree program, and students may take up to 2 credit hours of non-credit bearing courses in their degree program. However, students may not exceed a total of 3 credit hours of internship and practica combined.

TERM 2: SPRING
COMM 4414 Public Relations Management 3 CREDIT HOURS
COMM 4451 Public Relations Writing 3 CREDIT HOURS
COMM 4484 Mass Communications/Research Methods 3 CREDIT HOURS
ELECTIVE Must select COMM 3000-4000 level course or course from approved list 3 CREDIT HOURS
MINOR COURSE 3 CREDIT HOURS

MILESTONES:
• COMPLETE 90 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

TERM 4: SPRING
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.
• COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE (COMM 4444). PRE-REQUISITES ARE COMM 3313, COMM 4414, AND COMM 4461.

YEAR 4

TERM 1: FALL
COMM 4454 Media Law 3 CREDIT HOURS
COMM 4444 Public Relations Campaigns 0/3 CREDIT HOURS
ELECTIVES Must select COMM 3000-4000 level course(s) OR course(s) from approved list. Complete 6 credit hours if minor requires 15 credit hours or 18 credit hours. (COMM 4421P - Practicum: bluestone Public Relations Firm) 6/9 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.
• COMPLETE 120 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

TERM 2: SPRING
COMM 4444 Public Relations Campaigns 0/3 CREDIT HOURS
ELECTIVES Must select COMM 3000-4000 level course(s) OR course(s) from approved list. Complete 6 credit hours if minor requires 15 credit hours or 18 credit hours. (COMM 4421P - Practicum: bluestone Public Relations Firm) 3 CREDIT HOURS
MINOR COURSE 3 CREDIT HOURS

MILESTONES:
• COMPLETE COMM 4444.
• COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE (COMM 4444). PRE-REQUISITES ARE COMM 3313, COMM 4414, AND COMM 4461.

Additional Information:
• Additional information: students may take up to 8 hours of internship (COMM 4495) to count as major electives in their degree program, and students may take up to 2 credit hours of non-credit bearing courses in their degree program. However, students may not exceed a total of 3 credit hours of internship and practica combined.

Additional Information:
• Offered: students may take up to 8 hours of internship (COMM 4495) to count as major electives in their degree program, and students may take up to 2 credit hours of non-credit bearing courses in their degree program. However, students may not exceed a total of 3 credit hours of internship and practica combined.

TERM 3: FALL
COMM 3301 Fundamentals of News Writing 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 3301.
• COMPLETE COMM 3313.

Additional Information:
• Additional information: students may take up to 8 hours of internship (COMM 4495) to count as major electives in their degree program, and students may take up to 2 credit hours of non-credit bearing courses in their degree program. However, students may not exceed a total of 3 credit hours of internship and practica combined.

TERM 4: SPRING
COMM 4454 Media Law 3 CREDIT HOURS
COMM 4444 Public Relations Campaigns 0/3 CREDIT HOURS
ELECTIVES Must select COMM 3000-4000 level course(s) OR course(s) from approved list. Complete 6 credit hours if minor requires 15 credit hours or 18 credit hours. (COMM 4421P - Practicum: bluestone Public Relations Firm) 6/9 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.
• COMPLETE 120 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.

TERM 5: SPRING
COMM 4444 Public Relations Campaigns 0/3 CREDIT HOURS
ELECTIVES Must select COMM 3000-4000 level course(s) OR course(s) from approved list. Complete 6 credit hours if minor requires 15 credit hours or 18 credit hours. (COMM 4421P - Practicum: bluestone Public Relations Firm) 3 CREDIT HOURS
MINOR COURSE 3 CREDIT HOURS

MILESTONES:
• COMPLETE COMM 4444.
• COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE (COMM 4444). PRE-REQUISITES ARE COMM 3313, COMM 4414, AND COMM 4461.

Additional Information:
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