MASS COMMUNICATIONS

PUBLIC RELATIONS TRACK

Bachelor of Science

60 CORE CREDIT HOURS

45 MAJOR CREDIT HOURS

15 ELECTIVE CREDIT HOURS

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.

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!

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!

UNIVERSITY OF WEST GEORGIA

2026-2027

YEAR 1

TERM 1: FALL

C: ENGL 1101 — 3 CREDIT HOURS
English Composition I

S: HIST 1111 OR 1112 — 3 CREDIT HOURS
US History

I: XIDS 2002 — 2 CREDIT HOURS
(Recommended) First-Year Seminar

F: COMM 1121 — 1/2 CREDIT HOURS

T: SCIENCE + LAB — 4 CREDIT HOURS

MILESTONE:
- **COMPLETE ENGL 1101 – ENGLISH COMPOSITION I; REQUIRED TO EARN C OR HIGHER.**

TERM 2: SPRING

C: ENGL 1102 — 3 CREDIT HOURS
English Composition II

M: MATH 1401/1001/1111 — 3 CREDIT HOURS
Elementary Statistics, Quantitative Skills & Reasoning, or College Algebra

F: COMM 1110 — 3 CREDIT HOURS
Public Speaking

P: HIST 2111 OR 2112 — 3 CREDIT HOURS
US History

F: COMM 1121 — 1/2 CREDIT HOURS

T: NON-LAB SCIENCE — 3 CREDIT HOURS

MILESTONES:
- **COMPLETE ENGL 1102 – ENGLISH COMPOSITION II; REQUIRED TO EARN C OR HIGHER.**
- **COMPLETE COMM 1110 – PUBLIC SPEAKING; REQUIRED TO EARN C OR HIGHER.**
- **COMPLETE 30 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.**

13/14 FALL CREDIT HOURS + 16/17 SPRING CREDIT HOURS = 29/31 CREDIT HOURS

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

FIND YOUR PLACE
- **Join PRSSA.**
- **Become a mentee in the Alumni Mentor Programs.**
- **Attend SCFM networking functions and alumni networking events.**

BROADEN YOUR PERSPECTIVES
- **Explore diversity, equity, and inclusion resources and opportunities across campus.**
- **Check out the education abroad office.**

CONNECT OFF-CAMPUS
- **Visit Wolves Vote to learn about the voting process and registration.**
- **Consider volunteering for a campaign or organization in your community.**

TAKE CARE OF YOURSELF
- **Visit the UWG Wellness Hub to find all the resources available to you!**
- **Visit Health Services.**
- **Get fit! Visit URec to see all your options.**
- **Visit the Center for Economic Education and Financial Literacy.**

PAVE YOUR PATH
- **Complete a self-assessment to see what careers and majors are right for you.**
- **Visit Office of Career and Graduate School Connections.**
- **Create your profile on Handshake.**
- **Consider applying for an on-campus job.**

YEAR 2

TERM 1: FALL

F: COMM 1154 — 3 CREDIT HOURS
Introduction to Mass Communications

F: FOREIGN LANGUAGE — 3 CREDIT HOURS
Foreign Language 1000-2000

A: ARTS/HUMANITIES/ETHICS — 3 CREDIT HOURS
Any Option EXCEPT COMM 1154

I: ORAL COMMUNICATION — 3 CREDIT HOURS
Any Option EXCEPT COMM 1110

T: STEM COURSE — 3 CREDIT HOURS

MILESTONES:
- **COMPLETE FIRST FOREIGN LANGUAGE REQUIREMENT.**
- **COMPLETE COMM 1154 – INTRODUCTION TO MASS COMMUNICATIONS; REQUIRED TO EARN C OR HIGHER.**

TERM 2: SPRING

P: POLS 1101 — 3 CREDIT HOURS
American Government

F: FOREIGN LANGUAGE — 3 CREDIT HOURS
Foreign Language 1000-2000

F: COMM 2254 — 3 CREDIT HOURS
Media Ethics

S: SOCIAL SCIENCE — 3 CREDIT HOURS

A: ARTS/HUMANITIES/ETHICS — 3 CREDIT HOURS

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.**

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

CRUSH YOUR COURSEWORK
- **Complete core IMPACTS 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 *bluestone*.**
- **Explore internship opportunities.**

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

CONNECT OFF-CAMPUS
- **Complete an internship in your field.**
- **Consider a summer or part-time job.**
- **Ask your department about networking opportunities with alumni.**

TAKE CARE OF YOURSELF
- **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.**

PAVE YOUR PATH
- **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.**

YEAR 3

TERM 1: FALL

COMM 3302 — 3 CREDIT HOURS
Writing Across Media

COMM 3313 — 3 CREDIT HOURS
Public Relations Principles

ELECTIVE — 3 CREDIT HOURS
Must select COMM 3000-4000 level courses or courses from approved list

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 *bluestone*.**
- **Explore internship opportunities.**

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

TERM 2: SPRING

COMM 4414 — 3 CREDIT HOURS
Public Relations Management

COMM 4451 — 3 CREDIT HOURS
Public Relations Writing

COMM 4484 — 3 CREDIT HOURS
Mass Communications Research Methods

ELECTIVE — 3 CREDIT HOURS
Must select COMM 3000-4000 level course or course from approved list

MINOR COURSE — 3 CREDIT HOURS

MILESTONES:
- **COMPLETE COMM 4414 – PUBLIC RELATIONS MANAGEMENT.**
- **COMPLETE COMM 4451 – PUBLIC RELATIONS WRITING.**
- **COMPLETE COMM 4484 – MASS COMMUNICATIONS RESEARCH METHODS.**
- **COMPLETE ALL PRE-REQUISITES BEFORE TAKING CAPSTONE COURSE COMM 4444 – PR CAMPAIGNS. PRE-REQUISITES ARE COMM 3313 – PR PRINCIPLES, COMM 4414 – PR MANAGEMENT, AND COMM 4451 – PR WRITING**
- **COMPLETE 90 CREDIT HOURS BY END OF TERM, INCLUDING CREDIT HOURS EARNED PREVIOUS TERMS.**

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

CONNECT OFF-CAMPUS
- **Complete an internship in your field.**
- **Consider a summer or part-time job.**
- **Ask your department about networking opportunities with alumni.**

TAKE CARE OF YOURSELF
- **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.**

PAVE YOUR PATH
- **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.**

YEAR 4

TERM 1: FALL

COMM 4413 — 3 CREDIT HOURS
Public Relations Cases

COMM 4421P/4444/4486 — 3 CREDIT HOURS
Practicum: bluestone PR Firm, Public Relations Campaigns, OR Internship.

ELECTIVE — 3 CREDIT HOURS
Must select COMM 3000-4000 level courses or courses from approved list

MINOR COURSES — 6 CREDIT HOURS

MILESTONES:
- **COMPLETE COMM 4413 – PUBLIC RELATIONS CASES.**
- **COMPLETE COMM 4421P – PRACTICUM: BLUESTONE PR FIRM, COMM 4444 – PUBLIC RELATIONS CAMPAIGNS, OR COMM 4486 – INTERNSHIP.**

CRUSH YOUR COURSEWORK
- **Complete an internship.**
- **Submit your coursework for internal Excellence Awards.**
- **Submit your work for national awards.**

FIND YOUR PLACE
- **Participate in Media Day.**
- **Explore Leadership Roles in PRSSA.**

BROADEN YOUR PERSPECTIVES
- **Assess your cultural competency.**
- **Consider working abroad and research visa regulations.**
- **Explore practices of creating more inclusive careers.**

TERM 2: SPRING

COMM 4454 — 3 CREDIT HOURS
Media Law

COMM 4421P/4444/4486 — 3 CREDIT HOURS
Public Relations Campaigns

ELECTIVES — 3/6 CREDIT HOURS
Must select COMM 3000-4000 level courses or courses from approved list; Complete 9 credit hours if minor requires 15 credit hours; complete 6 credit hours if minor requires 18 credit hours. (COMM 4421P - Practicum: *bluestone* Public Relations Firm OR COMM 4486 - Internship)

MINOR COURSE — 0/3 CREDIT HOURS
Complete 3 credit hours if minor requires 18 credit hours.

MILESTONES:
- **COMPLETE COMM 4444 – PR CAMPAIGNS.**
- **COMPLETE A MINIMUM 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.**

15 FALL CREDIT HOURS + 15 SPRING CREDIT HOURS = 30 CREDIT HOURS

Additional Information:
- Mass Communications majors must take at least 12 hours COMM 3000-4000 level courses. The remaining 6-9 credit hours (depending on the minor) can be from any discipline, at any level of learning, including COMM 1000-4000. Additionally, students may take up to 6 hours of internship (COMM 4486) for credit in their degree program, and students may take up to 6 credit hours of 3000-4000 level practica courses in their degree program. However, students may not exceed a total of 9 credit hours of internship and practica combined.

CONNECT OFF-CAMPUS
- **Ask for advice from professionals in your field of interest.**
- **Explore career shadowing opportunities.**

TAKE CARE OF YOURSELF
- **Explore a farmer's market for fresh produce.**
- **Develop a post-graduation exercise plan.**
- **Explore your loan repayment options and complete your exit counseling.**

PAVE YOUR PATH
- **Request references from professors and supervisors.**
- **Draft your resume cover letter and personal statement and revise it with career services.**
- **Attend business fairs and career fairs at UWG and across the state.**
- **Attend an interview workshop.**
- **Apply for graduate programs.**