### BA in Communications: Public Relations (483634) MAP Sheet

**Fine Arts and Communications, School of Communications**

For students entering the degree program during the 2022-2023 curricular year.

This is a limited enrollment program requiring school admissions approval.

Admission is obtained by application after completion of prerequisite courses and achieving a B grade or higher. Students will have two opportunities to apply to their program of choice—one in Sept. and one in Jan. Please refer to the school’s website (http://comms.byu.edu) for additional application instructions. Please contact the School of Communications or college advisement center (801-422-3777) for more information.

**PR** is a four-semester program after admittance. The courses in the program build toward a real-world, client-based capstone experience. Each of the courses before this experience have prerequisites that should be taken in order.

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#### University Core and Graduation Requirements

<table>
<thead>
<tr>
<th>University Core Requirements</th>
<th>Suggested Sequence of Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core Enrichment: Electives</strong></td>
<td><strong>Freshman Year</strong></td>
</tr>
<tr>
<td>Religious Electives</td>
<td>1st Semester</td>
</tr>
<tr>
<td>Open Electives</td>
<td>WRTG 150*</td>
</tr>
<tr>
<td>3-4</td>
<td>3.0</td>
</tr>
<tr>
<td>6.0</td>
<td>from approved list</td>
</tr>
<tr>
<td><strong>Arts, Letters, and Sciences</strong></td>
<td>1st Semester</td>
</tr>
<tr>
<td>Civilization 2</td>
<td>COMMS 200</td>
</tr>
<tr>
<td>1</td>
<td>3.0</td>
</tr>
<tr>
<td>3.0</td>
<td>from approved list</td>
</tr>
<tr>
<td><em>These classes fill both University Core and major requirements (9 hours overlap)</em></td>
<td></td>
</tr>
<tr>
<td><strong>Skills</strong></td>
<td>1st Semester</td>
</tr>
<tr>
<td>First Year Writing</td>
<td>COMMS 151</td>
</tr>
<tr>
<td>1</td>
<td>3.0</td>
</tr>
<tr>
<td>3.0</td>
<td>from approved list</td>
</tr>
</tbody>
</table>

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**Note:** Students are encouraged to complete an average of 15 total hours each semester or 30 credit hours each year, which could include spring and/or summer terms. Taking fewer credits substantially increases the cost and the number of semesters to graduate. PR is a four-semester program. The courses in the program build toward a real-world, client-based capstone experience. Each of the courses before this experience have prerequisites that should be taken in order.

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**Graduation Requirements:**

- Minimum residence hours required: **30.0**
- Minimum hours needed to graduate: **120.0**

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**For University Core/Major Questions Contact the Advisement Center — For Career Questions See Your Faculty Advisor**
## BA in Communications: Public Relations (483634)
### 2022-2023 Program Requirements (45 Credit Hours)

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REQUIREMENT 1</strong></td>
<td>Complete 3 courses</td>
</tr>
<tr>
<td><strong>REQUIREMENT 2</strong></td>
<td>Complete 2 courses</td>
</tr>
<tr>
<td><strong>REQUIREMENT 3</strong></td>
<td>Complete 2 courses</td>
</tr>
<tr>
<td><strong>REQUIREMENT 4</strong></td>
<td>Complete 7 courses</td>
</tr>
<tr>
<td><strong>REQUIREMENT 5</strong></td>
<td>Complete 3.0 hours from the following course(s)</td>
</tr>
<tr>
<td><strong>REQUIREMENT 6</strong></td>
<td>Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.</td>
</tr>
</tbody>
</table>

### 2022-2023 Program Requirements (45 Credit Hours)

#### REQUIREMENT 1
Complete 3 courses
- **COMMS 101** - Mass Communication and Society
- **COMMS 235** - Introduction to Public Relations
- **WRTG 150** - Writing and Rhetoric

**Apply to the major.**

#### REQUIREMENT 2
Complete 2 courses
- **COMMS 300** - Media Law and Responsibility
- **COMMS 304** - Media Ethics: Ethical Decision-Making in a Diverse Society

#### REQUIREMENT 3
Complete 2 courses
- **COMMS 301** - Mass Media History and Philosophy
- **COMMS 302** - Popular Culture and Media
- **COMMS 351** - Media and Their Audiences
- **COMMS 360** - Communication Management Principles and Theory
- **COMMS 381** - International Media Systems
- **COMMS 382** - Issues in Global Communication
- **COMMS 406** - Media and the First Amendment
- **COMMS 411** - Media Effects
- **COMMS 416** - Media Advocacy and Social Change
- **COMMS 426** - Persuasion in the Media Age
- **COMMS 480** - Media Ethics and Moral Reasoning
- **COMMS 481** - Gender, Race, and Class in the Media
- **COMMS 482** - Media and World Religions

#### REQUIREMENT 4
Complete 7 courses
- **COMMS 318** - Public Relations Research and Measurement
- **COMMS 320** - Public Relations Writing
- **COMMS 333** - Social and Digital Media in Public Relations
- **COMMS 350** - Visual Communication in Public Relations
- **COMMS 436** - Public Relations Strategy
- **COMMS 485** - Public Relations Campaigns
- **WRTG 316** - Technical Communication
- **PHIL 300** - Philosophical Writing
- **M COM 320** - News Reporting

#### REQUIREMENT 5
Complete 3.0 hours from the following course(s)
- **COMMS 496R** - Academic Internship
- **COMMS 498R** - Projects in Communications
- **COMMS 499R** - Faculty Sponsored Research Project
- **COMMS 491R** - Faculty Mentored Research Practicum

### 2022-2023 Program Requirements (45 Credit Hours)

#### REQUIREMENT 6
Complete a minimum of 72 hours in courses outside of the department while meeting BYU's University Core requirements.

### General Information:
Working under faculty direction, students in the school edit and publish the Universe as a laboratory newspaper for the campus, produce daily television newscasts on KBYU-TV, produce universe. byu.edu for the Internet, plan advertising and public relations campaigns, solve media sales and management problems, and use “new media” in diverse situations.

The School of Communications sponsors the International Media
**BA in Communications: Public Relations (483634) 2022-2023**

<table>
<thead>
<tr>
<th>THE DISCIPLINE:</th>
<th>CAREER OPPORTUNITIES:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public relations is a core management function that adds value to organizations by building mutually beneficial relationships with an organization’s stakeholders through two-way communication. These relationships, built on trust and responsiveness, generate goodwill and safeguard reputation. Communications majors who choose the public relations emphasis will become data-driven, strategic thinkers who can identify creative solutions and solve communication problems for a wide variety of organizations. Students will take classes in research and measurement; social and digital media; public relations writing and earned media techniques; video storytelling; strategic planning; and communications ethics. The public relations emphasis prepares students with critical skills in analytical thinking, writing, research, campaign planning and management, creative problem solving, digital storytelling, and relationship building. Students will also learn to communicate with a wide variety of stakeholders and publics including journalists, social media influencers, consumers, employees, social media communities, community residents, activists, and government. Along the way, students will have multiple opportunities to apply what they are learning in the classroom as they solve public relations problems for real-world clients. Those who are particularly interested in social and digital media can get involved with Y Digital, an award-winning, student-run, professionally mentored agency that works on projects for local, regional, national and international clients. All students in the emphasis will take a capstone class where they will work together as a team, using everything they have learned, to solve a complex and ambiguous communication problem for a real-world client. Public relations graduates work in virtually all segments of the public and private sectors throughout the world helping organizations build relationships and make a social impact. Graduates are prepared to work in the field of communications and can work as independent consultants or as part of large corporate communication teams for multinational corporations. They can work for small, boutique public relations agencies or large, global public relations and communications marketing firms. They can work in a variety of industries, including arts and entertainment, financial services, food and beverage, government, education, retail, travel and tourism, healthcare, tech, and nonprofit. After growing in careers, graduates can become Chief Communications Officers (CCOs) or partners at communications agencies.</td>
<td></td>
</tr>
</tbody>
</table>

**SCHOOL REQUIREMENTS:**
1. Each student must be Pre-Comms in order to apply to the major. Contact the college advisement center for admission requirements, or comms.byu.edu.
2. All students must take a campus writing course before applying for admission to the major. WRTG 150 or any Advanced Writing Course fulfills this requirement. AP credit does not.
3. Complete a minimum of 72 hours in courses outside of the department, while meeting BYU’s University Core requirements.
4. Every student is required to complete an internship or an equivalent approved mentor experience. Although the school operates an internship office (280 Brimhall Building) that serves as a clearinghouse for internship information, the responsibility for securing an internship rests with the student. However, students may not embark on any internship without prior approval from a faculty advisor, before processing appropriate documents with the Internship Office (280 BRMB), and without being enrolled in Comms 496R.
5. In certain courses, students will be required to demonstrate proficiency in InDesign, Adobe Photoshop and Adobe Illustrator by portfolio review. See the School of Communications in 360 BRMB.
6. For program objectives, please see: learningoutcomes.byu.edu.

**PROFESSIONAL INTERNSHIPS:**
The for-credit internship (Comms 496R) must be arranged with approval of the communications internship office. Students are required to complete 168 hours on an internship. Such an internship must be under the supervision of a full-time public relations practitioner. Not all campus or off-campus internships fill the requirement. Prerequisites for the internship are Comms 318, 333, 320 and 350. Students must have C or better in all internship prerequisite classes.

**FACULTY ADVISOR:**
Check with the School of Communications, 360 BRMB, to be assigned to a faculty advisor.

**MAP DISCLAIMER**
While every reasonable effort is made to ensure accuracy, there are some student populations that could have exceptions to listed requirements. Please refer to the university catalog and your college advisement center/department for complete guidelines.
BA in Communications: Public Relations (483634)
2022-2023

DEPARTMENT INFORMATION
School of Communications
360 Brimhall Building
Brigham Young University
Provo, UT 84602
Telephone: 801-422-2997

ADVISEMENT CENTER INFORMATION
College of Fine Arts & Communications Advisement Center
D-444 Harris Fine Arts Center
Brigham Young University
Provo, UT 84602
Telephone: 801-422-3777
Email: cfacadvise@byu.edu
Website: cfacadvise.byu.edu