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.

University Core and Graduation Requirements
University Core Requirements:
Requirements#ClassesHoursClasses
Religion Cornerstones
Teachings and Doctrine of The Book of Mormon12.0REL A 275
Jesus Christ and the Everlasting Gospel12.0REL A 250
Foundations of the Restoration12.0REL C 225
The Eternal Family12.0REL C 200
The Individual and Society
American Heritage1-23.0from approved list
Global and Cultural Awareness13.0from approved list
Skills
First Year Writing13.0WRTG 150*
Advanced Written and Oral Communications13.0from approved list
Quantitative Reasoning13-4.0from approved list
Languages of Learning (Math or Language)13.0STAT 121*
Arts, Letters, and Sciences
Civilization 113.0from approved list
Civilization 213.0from approved list
Arts13.0from approved list
Letters13.0from approved list
Biological Science13-4.0from approved list
Physical Science13.0from approved list
Social Science13.0from approved list
Core Enrichment: Electives
Religion Electives3-4.6.0from approved list
Open ElectivesVariableVariableVariable
personal choice
FOR UNIVERSITY CORE/MAJOR QUESTIONS CONTACT THE ADVISEMENT CENTER — FOR CAREER QUESTIONS SEE YOUR FACULTY ADVISOR
*THESE CLASSES FILL BOTH UNIVERSITY CORE AND MAJOR REQUIREMENTS (9 hours overlap)
Graduation Requirements:
Minimum residence hours required30.0
Minimum hours needed to graduate120.0
Suggested Sequence of Courses
Freshman Year
1st Semester
WRTG 150*3.0
COMMS 1013.0
Religion Cornerstone course2.0
General Education courses, and/or general electives7.0
Total Hours: 15.0

2nd Semester
American Heritage: 3.0
COMMS 2353.0
Religion Cornerstone course: 2.0
General Education courses and/or general electives: 7.0
Total Hours: 15.0

Apply to the major in September or January, after you have completed the prerequisite courses with a "B" or better.

Sophomore Year
3rd Semester
COMMS 3003.0
COMMS 3043.0
STAT 1213.0
Religion Cornerstone course: 2.0
General Education courses and/or general electives: 4.0
Total Hours: 15.0

4th Semester
COMMS 3183.0
COMMS 3333.0
STAT 121 (if still needed): 3.0
General Education courses and/or general electives: 3.0
COMMS Elective (COMMS 360 or 351 recommended.): 3.0
Total Hours: 15.0

Junior Year
5th Semester
COMMS 3203.0
COMMS 3503.0
General Education courses and/or general electives: 3.0
Religion Cornerstone course: 2.0
COMMS 370R (Y Digital Agency) - Optional: 3.0
Total Hours: 14.0

6th Semester
COMMS 4363.0
COMMS elective (COMMS 360 and 351 recommended): 3.0
COMMS 496R (take once): 3.0
Religion elective: 2.0
General Education courses and/or general electives: 3.0
Total Hours: 15.0

Senior Year
7th Semester
COMMS 485 3.0
COMMS elective (COMMS 360 and 351 recommended): 3.0
General Education courses and/or general electives: 3.0
Religion elective: 2.0
COMMS 496R (take once): 4.0
Total Hours: 15.0

8th Semester
COMMS 496R (take once): 4.0
Religion elective: 2.0
General Education courses and/or general electives 6.0
Total Hours 12.0

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.

BA in Communications: Public Relations (483634) 2022-2023 Program Requirements (45 Credit Hours)

All students must take a campus writing course before applying for admission to the major. The following writing course fills this requirement and satisfies the GE First-Year Writing requirement: WRTG 150. AP credit does not fulfill this requirement. Note: Students must receive a B grade or better to be eligible to apply for admission to the program.

requirement 1 Complete 3 courses
Note: Students must receive a B grade or better from each course to be eligible to apply for admission to the program.

COMMS 101 - Mass Communication and Society 3.0
COMMS 235 - Introduction to Public Relations 3.0
*WRTG 150 - Writing and Rhetoric 3.0

Apply to the major.

requirement 2 Complete 2 courses
Complete the following: (These courses may be taken during the semester in which students apply for admission to the major.)

COMMS 300 - Media Law and Responsibility 3.0
COMMS 304 - Media Ethics: Ethical Decision-Making in a Diverse Society 3.0

requirement 3 Complete 2 courses

COMMS 301 - Mass Media History and Philosophy 3.0
COMMS 302 - Popular Culture and Media 3.0
COMMS 351 - Media and Their Audiences 3.0
COMMS 360 - Communication Management Principles and Theory 3.0
COMMS 381 - International Media Systems 3.0
COMMS 382 - Issues in Global Communication 3.0
COMMS 406 - Media and the First Amendment 3.0
COMMS 411 - Media Effects 3.0
COMMS 416 - Media Advocacy and Social Change 3.0
COMMS 426 - Persuasion in the Media Age 3.0
COMMS 480 - Media Ethics and Moral Reasoning 3.0
COMMS 481 - Gender, Race, and Class in the Media 3.0
COMMS 482 - Media and World Religions 3.0

requirement 4 Complete 7 courses

COMMS 318 - Public Relations Research and Measurement 3.0
COMMS 320 - Public Relations Writing 3.0
COMMS 333 - Social and Digital Media in Public Relations 3.0
COMMS 350 - Visual Communication in Public Relations 3.0
COMMS 436 - Public Relations Strategy 3.0
COMMS 485 - Public Relations Campaigns 3.0
*STAT 121 - Principles of Statistics 3.0

requirement 5

option 5.1 Complete 3.0 hours from the following course(s)
Internship: After consulting with an advisor, complete an internship in conjunction with 3 hours of the following:

COMMS 496R - Academic Internship 6.0v
You may take up to 3 credit hours.
Note: A C- grade or better in the following prerequisite courses must be achieved before the internship experience: Comms 318, 333, 320 & 350.

option 5.2 Complete 3.0 hours from the following course(s)
Faculty Mentored Research Practicum: Conducting research in a mentored environment with a faculty-sponsored research project. After consulting with a faculty advisor, complete a mentored research practicum in conjunction with 3 hours of the following:
COMMS 497R - Mentored Research Practicum 3.0v
You may take up to 3 credit hours.
Note: It is the student's responsibility to find a School of Communications faculty member who is willing to mentor the student on one of the faculty member's research projects. Enrollment in Comms 497R is based on faculty research project availability. After the student has secured a faculty mentor, the student must request a comms 497R contract from the School of Communications main office. The student and their faculty mentor must agree on the terms of the contract and sign it. The student should return the form to the main office to receive an add code.

option 5.3 Complete 3.0 hours from the following course(s)
Faculty Mentored Projects in Communication: After consulting with a faculty advisor, complete a mentored communication project in conjunction with 3 hours of the following:
COMMS 498R - Projects in Communications 4.0v
You may take up to 3 credit hours.
Note: It is the student's responsibility to find a School of Communications faculty member who is willing to mentor the student on one of the faculty member's comms projects. Enrollment in Comms 498R is based on the availability of faculty-mentored comms projects. After the student has secured a faculty mentor, the student must request a comms 498R contract from the School of Communications main office. The student and their faculty mentor must agree on the terms of the contract and sign it. The student should return the form to the main office to receive an add code.

option 5.4 Complete 3.0 hours from the following course(s)
School of Communications Labs: After consulting with your sequence's professional faculty and lab manager, complete a mentored lab experience in conjunction with 3 hours of the following:
COMMS 491R - Student Media Labs 3.0v
You may take up to 3 credit hours.
Note: It is the student's responsibility to talk to their sequence's lab mentors to discuss the possibility of enrolling in Comms 491R. Enrollment is based on project availability and lab needs. Students who have been cleared to enroll must request a comms 491R contract from the School of Communications main office. The student and their lab mentors must agree on the terms of the contract and sign it. Students should return the form to the main office to receive an add code. Comms 491R cannot be combined with a paid position in the same lab.
Recommended
It is recommended that PR students complete one of the following to fulfill the General Education Advanced Writing and Oral Communication requirement. Students who want more writing experience should take COMMS 321 after taking COMMS 320. This is a valuable enhancement class, but the credits do not count towards Public Relations program requirements.
COMMS 321 - News Reporting 3.0
M COM 320 - Management Communication 3.0
PHIL 300 - Philosophical Writing 3.0
WRTG 312 - Persuasive Writing 3.0
WRTG 316 - Technical Communication 3.0
All PR emphasis students are encouraged to become active members of the Public Relations Student Society of America (PRSSA).

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 Studies Program, which seeks to broaden students' awareness of worldwide communications issues and practices. Not only do students have opportunity to study the media systems of other nations through classes and on-site experiences, but media practitioners from other nations are also brought to campus as lecturers and visiting experts.
The School encourages early admission. Students who enroll in Comms 101, 235 and complete the English requirement can apply to the major as early as the second semester of their freshman year.

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 mentored 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.

THE DISCIPLINE:
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.

CAREER OPPORTUNITIES:
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.

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.

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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