

Messiah College
Public Relations (B.A.)
Requirements for students matriculating in 2015-2016

		HACC Course Options	
Major requirements	Credits		Credits
[COMM 105] Fundamentals of Oral Communication	3	COMM101;SPCH 101	
[COMM 107] Introduction to Communication Seminar	1	COMM 110	
[COMM 205] Principles of Public Relations	3	COMM 211	
<i>Three credits from the following media courses:</i> [COMM 211] Media in Everyday Life (3) [COMM 218] Mass Media and Society (3) [COMM 282] Topics in Media Studies (3) [COMM 382] History and Theory of Digital Media (3)	3	COMM 120	
<i>Three credits from the following interpersonal communication courses:</i> [COMM 241] Small Group Communication (3) [COMM 313] Relational Communication (3) [COMM 342] Intercultural Communication (3) [COMM 354] Interpersonal Conflict (3)	3	COMM 203 for 313 COMM 253 for COMM 251for 241	
<i>Three credits from the following major writing courses:</i> [BUSA 305] Writing for Business (3) [COMM 112] Newswriting (3) [COMM 247] Writing for Mass Media (3) [COMM 254] Screenwriting I (3) [COMM 305] Magazine Writing (3)	3	COMM 222 COMM 221	
[COMM 341] Communication Theory	3	COMM 201	
[COMM 351] Public Relations Writing	3	COMM 261	
[COMM 353] Crisis Communication and Media Relations*	3		
[COMM 359] Rhetorical Theory	3		
<i>One of the following options, must be taken for letter grade (1-3):</i> [COMM 391] Communication Practicum (1-3) [INTE 391] Internship (1-3) [INTE 394] Internship** (4-12)	1-3	171,172,271,272	
[COMM 493] Communication Senior Seminar	3		
[MRKT 230] Marketing Principles	3	MKTG 201	
<i>Nine credits from the following (with a minimum of 6 credits from COMM courses):</i> [COMM 203] Basic Video and Editing Techniques (3) [COMM 207] Communication Design (3) [COMM 301] Persuasion: Theory and Practice (3) [COMM 310] Fundraising (3) [COMM 315] Media Management (3) [COMM 333] Business & Organizational Communication (3) [COMM 357] Event Planning (3)	9	COMM 202 for 333 COMM 241for 207	

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[COMM 426] Public Relations Campaign (3)			
[MRKT 337] Advertising (3)			
[MRKT 362] Social Media Marketing (3)			
Experiential Learning requirement		Messiah Only	

QuEST requirements	Credits	HACC Courses	
First Year Seminar	3	ENGL 101 (if taken after high school)	3
Oral Communication (COMM 105)	met/major	-	-
Created and Called for Community (W)	3	<i>Messiah Course</i>	
Mathematical Sciences	3 or 4	See list below	3-4
Laboratory Science	3 or 4	See list below	3-4
Science, Technology & the World	3	<i>Messiah Course</i>	
Two of the following (6 credits total): Social Science European History United States History	6	<u><i>Social Science:</i></u> ECON 201, GP 201, 208, PSYC 101, SOCI 120, 201, 203, CJ 101 <u><i>European History:</i></u> HIST 111, 201, 202 <u><i>US History:</i></u> HIST 103, 104, 107	6
Literature	3	Any ENGL Literature 201 or higher	3
Philosophy and Religion	3	PHIL 101	3
Arts	3	ARCH 111; ART 102, 105, 107, 121, 151, 171; MUS 102, 104, 110, 119, 210; THEA 101, 110, 111	3
First Semester of Language	3	Any Modern Language 1 st Level	4
Second Semester of Language	3	Any Modern Language 2 nd Level	4
Third Semester of Language or Cross Cultural (Messiah course)	3	Any Modern Language Intermediate Level	4
Non-Western Studies	3 or 4	ANTH 205, 210, HIST 101, 102	3
Bible	3	<i>Messiah Course</i>	
Christian Beliefs	3	<i>Messiah Course</i>	
Wellness	1	Any two Messiah	2

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		WELL 100 Equivalent Courses	
Ethics, World Views or Pluralism	3	<i>Messiah Course</i>	
QuEST requirements	54-57		41-43
Major requirements	44-46		
Free electives	25-20		
Total	123		

*Fulfills Writing Enriched course requirement for Major.

** Students may take INTE 394 for 4-12 credits. Three of those credits would count towards the major, additional credits count as free electives.

CIS courses that count toward QuEST Math requirement for non-Math majors:

Messiah Course		HACC Course	
<u>MATH 101</u>	Intro to Mathematical Sciences	<u>MATH 111</u>	Principles of Mathematics
<u>MATH 102</u>	The Mathematics of Growth	<u>MATH 119</u>	Pre-Calculus
<u>MATH 102</u>	The Mathematics of Growth	<u>MATH 103</u>	College Algebra
<u>MATH 107</u>	Applied Mathematics for Mgmt	<u>MATH 110</u>	Applied Calculus for Business
<u>CIS 100</u>	Comp & Info Science Elective	<u>CIS 110</u>	Intro Micro Information System
<u>CIS 100</u>	Comp & Info Science Elective	<u>WEB 102</u>	Internet and WEB Design
<u>CIS 100</u>	Comp & Info Science Elective	<u>WEB 220</u>	HTML
<u>CIS 100</u>	Comp & Info Science Elective	<u>CA 155</u>	Intro to Software for Business
<u>CIS 100</u>	Comp & Info Science Elective	<u>CIS 105</u>	Intro to Software for Business
<u>CIS 100</u>	Comp & Info Science Elective	<u>CIS 127</u>	Intro to Microsoft Windows
<u>CIS 181</u>	Computer Programming I	<u>CPS 161</u>	Computer Science I
<u>CIS 181</u>	Computer Programming I	<u>CPS 121</u>	Intro to Java Programming
<u>CIS 191</u>	Web Development: Client S	<u>WEB 110</u>	Web Site Publishing

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Science courses that count toward the QuEST Lab Science requirement for non-Science majors:

	Messiah Course		HACC Course
<u>BIOL 102</u>	Bioscience	<u>ENSP 180</u>	Introduction to Environmental
<u>CHEM 102</u>	Chemistry for Living	<u>CHEM 100</u>	Principles of Chemistry
<u>CHEM 102</u>	Chemistry for Living	<u>CHEM 113</u>	Chemistry for the Nonscientist
<u>BIOL 258</u>	Human Biology	<u>BIOL 111</u>	Introduction to Human Biology
<u>SCIE 100</u>	Gen Ed. Lab Science Elect	<u>BIOL 108</u>	Intro to Biological Science
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>ASTR 104</u>	Intro Stellar Astronomy
<u>SCIE 100</u>	Gen. Ed Lab Elective	<u>ENVS 201</u>	Intro to Environmental Science
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>ASTR 103</u>	Intro to Planetary Astronomy
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>PHSC 114</u>	Intro Physical Science II
<u>SCIE 100</u>	Gen Ed Lab Science Elective	<u>METR 101</u>	Weather and Climate

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