## PLATTSBURGH

## Public Relations, B.A./B.S. Suggested Guided Pathway\*

Fall Year 1	
Course and Title	Crs.
CFS 1889 - Foundation Seminar	3
ENG 100 (if needed) or ENG 101 (Can	3
be taken fall or spring)	
Information Literacy (co-req to ENG 101)	1
(Can be taken fall or spring.)	
MAT 101 (if needed) or PRE 102 (if	3
approved as a QP)	
CMM 101 - Public Speaking or JOU 127	3
- Basic Communication for JOU	
1XX CCC	3
Total Semester Credits	16

Spring Year 1	
Course and Title	Crs
MAT 161 or 166 Statistics	3
CMM 118 - Mass Media & Society or JOU	3
204 - US Media History	
ENG 101 (if ENG 100 was needed ) or CCC	3
XXX	
JOU 209 - Grammar (spring only)	3
PRE 111 - Tales from the World of Spin	3
Total Semester Credits	15

Fall Year 2	
Course and Title	Crs
JOU 206 - Newswriting (fall only)	3
PRE 302 Social Media Analytics	3
PRE/JOU Digital Category Class	3
PRE 211 - The Many Faces of PR	3
1XX CCC	3
Total Semester Credits	15

Spring Year 2	
Course and Title	Crs
PRE 352 -Writing that Sticks	3
1 XX CCC	3
1 XX CCC	3
1 XX CCC	3
Elective	3
Total Semester Credits	15

Fall Year 3	
Course and Title	Crs
Study abroad, if interested	
Public Relations Applications Class	3
PRE 452 (AWR)	3
3XX CCC Upper Division/Electives	9
Total Semester Credits	15

Spring Year 3	
Course and Title	Crs
PRE 314 Campaigns I (Offered spring only)	3
Public Relations Applications Class	3
PRE 498 PR Practicum	3
3XX CCC Upper Division/Electives	6
Total Semester Credits	15

Fall Year 4	
Course and Title	Crs
PRE 466 - Campaigns II (Offered fall	3
only)	
PRE 491 - Senior Seminar	1
PRE 497 or PRE 498 - PR Practicum	3-9
3XX CCC Upper Division/Electives	3
Total Semester Credits	15

Spring Year 4	
Course and Title	Crs
PRE 497 or PRE 498 - PR Internship	3-12
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3XX CCC Upper Division/Electives	3
Total Semester Credits	Min
	14

**Total Minimum Credits 120** 

<sup>\*</sup> This is a suggested course schedule. Individual schedules are planned with academic advisors.