

Name: Student Number:

## **BA, CMNS (Public Relations)**

## Lower Level (1000/2000 level)

REQUIRED (33 credits)				
First Year Requirements (12)	Course	Term	Credit	
CMNS 1160 Introduction to Communication				
CMNS 1290 Introduction to Professional Writing				
ENGL 1100 Introduction to University Writing				
3 Credits of ENGL				
Second Year Requirements (12)				
CMNS 2160 Mass Communication and the Pop Culture Industry				
CMNS 2170 Interpersonal Communication				
CMNS 2290 Technical Communication				
JOUR 2060 Introduction to Multimedia				
Events/Marketing Requirements (9)				
EVNT 2260 Managing Festivals and Events (prereq waived)				
EVNT 2070 Staging Special Events (prereq waived)				
MKTG 2430 Introduction to Marketing OR				
TMGT 1150 Marketing and Customer Service				
Electives (27 Credits				
Lower-Level Electives	Course	Term	Credit	
Choose 9 lower-level electives. These can be from inside or				
outside the program.				
			60	

## Upper Level (3000/4000)

REQUIRED (39 credits)				
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Core Requirements (12)	Course	Term	Credit	
CMNS 3000 Communication Research Methods				
CMNS 3550 Media and Public Relations				
CMNS 4530 Organizational Communication				
CMNS 4xx0 Capstone (take in last 30 credits)				
Required Electives (27)		Term	Credit	
Choose any 9 Upper Level JCNM Courses				
Electives (21 Credits)				
Upper-Level Electives (21 credits)	Course	Term	Credit	
Choose 7 Upper-Level electives.				
<ul> <li>You must have a min. of 18 Upper-Level credits outside</li> </ul>				
the JCNM program.				
			60	

## **General Education Requirements**

Included in your 120 credits above, you must have courses that meet each of the general education requirements.

- 1 course for each of the eight Institutional learning outcomes
- Of those 8 courses, a minimum of 4 (1 in each theme) must be outside the discipline.
- Of those 8 courses, one must also be designated as high impact.
- You must also complete the Capstone course in the final 30 credits of your study. **Institutional Outcome Recommend:** Inside or Outside? HI? Term Done? Theme Course Connection Teamwork Communication - JOUR 2060 (HI) Engagement Lifelong Learning Citizenship – CMNS 2160 Knowledge – CMNS 4530 Exploration Critical Thinking/Investigation Local-to-Intercultural Awareness Elective option: CMNS 3510 Global Indigenous Knowledges and Ways Capstone CMNS 4xx0 **Inside Required** N/A