

# COMMUNICATION B.A. WITH A CONCENTRATION IN PUBLIC RELATIONS

## Requirements

Code	Title	Units
Core Curriculum Requirements ( <a href="https://catalog.vanguard.edu/college/core-curriculum/">https://catalog.vanguard.edu/college/core-curriculum/</a> )		54-52
Major Core Requirements		22
Public Relations Concentration Requirements (p. 1)		24
Electives		20-22
<b>Total Units</b>		<b>120</b>

## Communication Major Core Requirements

Code	Title	Units
<b>Lower Division</b>		
COMM-130	Introduction to Communication	3
COMM-220	Elements of Storytelling	3
COMM-258	Christianity and Artistic Culture	3
COMM-273	Visual Technology	3
COMM-290	Intro to Interpersonal Communication	3
<b>Upper Division</b>		
COMM-413	Preparing for Post Graduation	1
COMM-450	Internship	3
COMM-464C	Media Criticism <sup>1</sup>	3
<b>Total Units</b>		<b>22</b>

<sup>1</sup> Capstone for Interpersonal/Intercultural and Public Relations Concentrations.

## Public Relations Concentration Requirements

Code	Title	Units
COMM-333	Small Group Leadership	3
COMM-364	Organizational Communication	3
COMM-378	PR: Corp Comm, Information, and Mgmt	3
COMM-380	PR: Corp Comm, Projects, and Campaigns	3
COMM-445	Persuasion	3
or COMM-443	Crisis Communication	
<b>Electives</b>		
Select a minimum of nine units of the following:		9
COMM-305	Communication Theory and Research	
COMM-309	Graphic Design	
COMM-317	Creative Process-Theory and Practice	
COMM-318	Nonverbal Communication	
COMM-404	Social Media	
COMM-412	Computer Mediated Communication	

COMM-417	Professional Communication	
COMM-470	Special Topic:	
ENGL-460	Digital Writing and Design	
MRKT-360	Principles of Marketing	
<b>Total Units</b>		<b>24</b>

## Four Year Plan

**Disclaimer:** This *sample* Four Year Plan is provided as a guide for the recommended sequencing of courses. Vanguard University requires that students complete a minimum of 120 units of required course work as outlined on the Requirements tab in order to receive a Bachelor of Arts, Bachelor of Music, Bachelor of Science, or Bachelor of Science in Nursing degree. It is the student's responsibility to confirm with the department the course rotation before enrolling in courses. If applicable, please note the footnotes at the bottom of the page for additional information related to courses listed in a particular year and term. Questions, contact the Department of Communication.

**Study Abroad Participation:** Students interested in participating in the university's Study Abroad programs are encouraged to reach out to the Global Education and Outreach Office ([studyabroad@vanguard.edu](mailto:studyabroad@vanguard.edu)) for more information and collaboration in their academic course planning. Students using Education and Training Benefits through the U.S. Department of Veteran Affairs are encouraged to also reach out to the School Certifying Official ([veteranscertifyingofficial@vanguard.edu](mailto:veteranscertifyingofficial@vanguard.edu)) for more information regarding how benefits can be applied.

Course	Title	Units
<b>Year 1 Term 1</b>		
CORE-100C	Cornerstone	1
KINE-145C	Lifetime Fitness/Wellness Lect	1
KINE-146C	Lifetime Fitness/Well Activity	1
ENGL-120C	Persuasive Writing	3
THEO-PLHD	Theology Core Requirement	3
COMM-220	Elements of Storytelling	3
COMM-130	Introduction to Communication	3
<b>Units</b>		<b>15</b>
<b>Year 1 Term 2</b>		
NT-101C	New Testament Survey	3
COMM-290	Intro to Interpersonal Communication	3
FINA-PLCR	Fine Arts Core Curriculum Requirement	3
HSPS-PLCR	History/Political Sci Core Requirement	3
SOC-PLCR	Social Science Core Curriculum Req'm't	3
<b>Units</b>		<b>15</b>
<b>Year 2 Term 1</b>		
MATH-PLCR	Math Core Req Data Or Stats	3
COMM-258	Christianity and Artistic Culture	3
COMM-273	Visual Technology	3
OT-201C	Old Testament Survey	3
SOC-PLCR	Social Science Core Curriculum Req'm't	3
<b>Units</b>		<b>15</b>

**Year 2 Term 2**

COMM-201C	Speech Composition and Presentation	3
ENGL-220C	Researched Writing	3
HSPS-PLHD	History Political Science Placeholder	3
COMM-PLUD3A	Upper Division General Elective 3 Units	3
COMM-PLUD3B	Upper Division General Elective 3 Units	3

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<b>Units</b>		<b>15</b>
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**Year 3 Term 1**

NSCI-PHCR	Science Lecture/Lab	4
COMM-450	Internship	1-6
COMM-333	Small Group Leadership	3
COMM-364	Organizational Communication	3
COMM-378	PR: Corp Comm, Information, and Mgmt	3

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<b>Units</b>		<b>14-19</b>
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**Year 3 Term 2**

ENGL-230C	Literature and the Human Experience	3
THEO-300C	Developing a Christian World View	3
COMM-PLPLCR3	Communication/Persuasion Requirement	3
COMM-380	PR: Corp Comm, Projects, and Campaigns	3
COMM-PLUD3A	Upper Division General Elective 3 Units	3
COMM-413	Preparing for Post Graduation	1

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<b>Units</b>		<b>16</b>
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**Year 4 Term 1**

CHIS-400C	Christian Heritage	3
COMM-PLUDC3	Communication Upper Division Elective 3U	3
COMM-PLHD9	General Elective 9 Units	9

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<b>Units</b>		<b>15</b>
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**Year 4 Term 2**

COMM-464C	Media Criticism	3
COMM-PLHD3A	General Elective 3 Units	3
COMM-PLHD3B	General Elective 3 Units	3
COMM-PLHD3C	General Elective 3 Units	3
ELCT-PLHD1	Elective Course 1 Unit	1

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<b>Units</b>		<b>13</b>
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<b>Total Units</b>		<b>118-123</b>
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