

Minor in Public Administration

Minor Program Requirements

Twenty-one semester credits, including:

- BA 310 Governmental and Not-for-Profit Accounting
- EC 201-202 Principles of Economics I and II
- PAD 205 Introduction to Public Administration
- PO 104 American National Government
- PO 250 Contemporary Issues in American Politics
- PO 306 Data Analysis for Public Policy

PUBLIC RELATIONS

ALAN HANSEN, PH.D.
CHARLOTTE M. JONES, PH.D.
DOREEN KUTUFAM, PH.D.
BRENT NORTHUP, M.A.

Mission and Goals

The mission of the Communication Department mirrors the mission of the college: by seeking the "full realization of the dual goals of vocation and enlightenment."

The communication department has developed both educational/vocational goals and holistic goals for the enlightenment of our students.

The educational/vocational goals of the Communication Department:

- 1) to teach students to communicate effectively
- 2) to prepare students for a career in a business or another communication-related field
- 3) to prepare students for possible graduate study in communication or a related field
- 4) to prepare students for a possible career in public relations
- 5) to prepare students for a possible career in print or broadcast journalism
- 6) to prepare students for a possible career as a secondary education teacher of communication, speech or forensics
- 7) to train students to succeed in intercollegiate forensics competition

The holistic goals of the Communication Department:

- 1) to advise students comprehensively, including the development of a four-year plan leading to a major or minor and the development of a general career lifeplan
- 2) to illuminate students on the need to use communication constructively and unselfishly, to serve others and to promote peace on all levels - interpersonal, societal and global
- 3) to illuminate students on the moral foundations of communication, which include the need to treat every person with reverence
- 4) to illuminate students on the need for intercultural understanding in order to treat people of all backgrounds with tolerance and respect and
- 5) to teach practical communication skills - such as conflict management skills and relationship-building skills - which can enhance the personal life of students for a lifetime

Major in Public Relations with an Area of Concentration

I. Major Program Requirements

Thirty three semester credits of interdepartmental studies, including:

- CO 101 Basic Communication
- CO 206 Small Group Communication
- CO 215 Introduction to Public Relations: Theory
- CO 216 Introduction to Public Relations: Practice
- CO 225 Professional Communication

- CO/ENWR 306 Writing for the Print Media
 - CO 308 Communication Ethics
 - CO 310 Mass Media
 - CO 340 Interpersonal Communication Theory
 - CO 395 Research Methods
 - CO 425 Career Internship
 - CO 495 Senior Practicum: The Graceful Exit
- Plus one or both of the following areas of concentration (15 credits):

A. Marketing

- BA 306 Marketing
 - CO 320 Organizational Communication
 - BA 375 Fundamentals of Management
- Plus 2 of the following:
- BA 320 Market Research
 - BA 322 Consumer Behavior
 - BA 324 Marketing Communications and Promotions
 - BA 326 New Product Development
 - BA 401 International Marketing

B. Print Journalism

- ART 114 Photography I
- CO 108 Desktop Publishing
- CS 213 Computer Applications in Business
- or CS 201 Web Graphics, Animation, and Layout
- ENWR 305 Technical Writing
- CO 236-237 Prospector Student Newspaper (two semesters, totaling three credits)

C. TV Production

- CO 165 Fundamentals of TV & Film Production I
- CO 166 Fundamentals of TV & Film Production II
- CO 265 Basic Single Camera Production
- CO 365 Saints TV
- CO 425 Career internship at a TV station (two semesters totaling 3 credits)

The Department of Communications Studies will administer a two-part comprehensive exam at the end of each student's senior year. The first part, an oral presentation, is required by all students. The second part, the comprehensive on all communications coursework is not required of students who complete CO 499, Honors Thesis.

Minor in Public Relations

Minor Program Requirements

- BA 306 Marketing
- CO 108 Desktop Publishing
- or CO/ENWR 306 Writing for the Print Media
- CO 206 Small Group Communication
- or CO 308 Communication Ethics
- CO 215 Introduction to Public Relations: Theory
- CO 216 Introduction to Public Relations: Practice
- CO 310 Mass Media
- CO 236-237 Prospector Student Newspaper

Minor in TV Production

- 18 credits, including:
- CO 165 Fundamentals of TV & Film Production I
 - CO 166 Fundamentals of TV & Film Production II
 - CO 265 Basic Single Camera Production
 - CO/ENWR 306 Writing for the Print Media
 - CO 310 Mass Media
 - CO 425 Career internship at TV station