

Communication B.S. Concentration in Public Relations - 4 Year Degree Plan

2025-2026

Lamar University's **Bachelor of Science in Communication** with a concentration in **public relations** integrates communication theory with practical application, and students are able to develop a portfolio of skills and abilities valuable to any employer: critical thinking, problem solving, effective listening, trend awareness, persuading and effective written communication. The program is only offered on-campus and has courses in public relations writing, advanced public speaking, foundations of social media, etc. After graduating, you'll have the ability to create and maintain a positive image for the clients you represent.

NOTE: Degree plans may change over a four-year period. This may not be the most current list of course requirements for your program. It is always advised that you check Degree Audit in Banner Self-Serv or your advisor for the most up-to-date degree requirements and to track your progress toward a degree.

FIRST YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	Creative Arts		3	_____	COMM 1321	Business and Prof Speech	3	_____
	COMM 1311	Introduction to Communication	3	_____	MATH 1332	Contemporary Mathematics I	3	_____
	ENGL 1301	Composition I	3	_____	COMM 1373	Media Writing	3	_____
	COMM 2362	Introduction to Public Relations	3	_____	ENGL 1302	Composition II	3	_____
	COMM 1307	Intro Mass Comm	3	_____	HIST 1301	U.S. History I 1763-1877	3	_____
	Hours		15	_____	Hours		15	_____
SECOND YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	MATH 1342 or PSYC 2317	Elementary Statistical Methods or Introduction to Statistical Methods	3	_____	Social and Behavioral Sciences		3	_____
	COMM 1318	Interpersonal Communication	3	_____	POLS 2301	Intro to American Government	3	_____
	COMM 3362	Public Relations Writing	3	_____	COMM 3315	Advanced Public Speaking	3	_____
	HIST 1302	U.S. History II Since 1877	3	_____	Lab Science		3	_____
	Lab Science		3	_____	Language, Philosophy, Culture		3	_____
	Hours		15	_____	Hours		15	_____
THIRD YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	COMM 3335	Argumentation and Critic Think	3	_____	COMM 3365	Corp Mktg Video Production	3	_____
	POLS 2302	Intr to American Government II	3	_____	COMM 4390	Communication Theory	3	_____
	COMM 4383	Persuasion	3	_____	COMM 4370	Issues Management Seminar	3	_____
	COMM 3364	Foundations of Social Media	3	_____	COMM 4365	Social Media Campaigns	3	_____
	Minor/Elective		3	_____	Minor/Elective		3	_____
	Hours		15	_____	Hours		15	_____
FOURTH YEAR	Fall		Hours	Grade	Spring		Hours	Grade
	COMM 4310	Communication Law	3	_____	COMM 4300	Communication Senior Seminar	3	_____
	COMM 4360	Research Methods Communication	3	_____	COMM 4330	Ethics, Media and Society	3	_____
	COMM	Elective	3	_____	COMM 4362	Public Relations Cases/Campaigns	3	_____
	MKTG 3310	Principles of Marketing	3	_____	Minor/Elective		6	_____
	Minor/Elective		3	_____				_____
	Hours		15	_____	Hours		15	_____