

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

2026-2027

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. - Contact UAC at advising@lamar.edu, 409-880-8822, lamar.edu/findadvisor

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	___		