

Public Relations Major (PRCS) www.csus.edu/coms

REQUIRED LOWER DIVISION CORE COURSES (12 UNITS)		UNITS
COMS 2	Argumentation	3
COMS 8	Interpersonal Communication Skills	3
COMS 55	Media Communication and Society	3
JOUR 30	Basic News Writing (<i>pre-requisites: JOUR 20; ENGL 1A—may be taken concurrently</i>)	3
REQUIRED UPPER DIVISION CORE COURSES (9 UNITS)		
COMS 100A	Survey of Communication Studies	3
COMS 100B	Critical Analysis of Messages (<i>pre-requisites: COMS 2 and COMS 4; ENGL 20; WPJ passing score; COMS 100A may be taken concurrently</i>)	3
COMS 100C	Introduction to Scientific Methods in Communication Research (<i>pre-requisite: COMS 100A may be taken concurrently</i>)	3
CONCENTRATION REQUIREMENTS AND RESEARCH METHODS (21 UNITS)		
COMS 118	Survey of Public Relations (<i>pre-requisite: one college writing course in ENGL or JOUR</i>)	3
COMS 123	Writing for Public Information (JOUR 30; WPJ passing score)	3
COMS 158	Public Relations Planning and Management (<i>pre-requisite: COMS 123 or JOUR 123</i>)	3
COMS 170	Data Analysis in Communication Research (<i>pre-requisite: COMS 100C</i>)	3
or COMS 171	Survey Methods in Communication Research (<i>pre-requisite: COMS 100C</i>)	3
COMS 187	Issue Management and Case Studies in Public Relations (<i>pre-requisites: COMS 100A; COMS 118; 12 units of COMS upper division coursework</i>)	3
MKTG 101	Principles of Marketing	3
COMS 106	Introduction to Digital Media OR MKTG 125 Advertising	3
ELECTIVES (6 UNITS)		
6 units of upper division Communication Studies courses, selected in consultation with major advisor		6
<i>People interested in this area of Communication Studies often choose courses from the following electives:</i>		
COMS 105	Small Group Communication	3
COMS 114	Communication and American Culture	3
COMS 116	Intercultural Communication	3
COMS 117	Multimedia Communication	3
COMS 119	Conflict Resolution Through Communication	3
COMS 136	Introduction to Publishing on the World Wide Web (<i>pre-requisite: GPHD 101 or COMS 121 with instructor permission</i>)	3
COMS 160	Political Communication	3
COMS 164	Visual Communication (<i>pre-requisites: COMS 100A and COMS 100B</i>)	3
COMS 166	Theories of Persuasion and Attitude Change	3
COMS 175	Creative Problem Solving	3
COMS 176	Communication & Terrorism	3
COMS 179	Media, Sports and Society	1-3
COMS 195	Internship in Communication Studies (<i>pre-requisites: COMS 100A, COMS 118, COMS 123; Can be taken twice for credit.</i>)	3-6
COMS 197A	Journalism Laboratory (Working as staff member on the State Hornet Newspaper)	3
TOTAL UNITS		48

Notes: No more than 3 units of COMS 195 can be applied to the major requirements.
Students in the Public Relations concentration are encouraged to minor in the social sciences or business.