



Public Relations (PRCS)
Fall 2004-Spring 2006 Catalog
www.asn.csus.edu/coms

Majors are required to compile and maintain an assessment portfolio, which must be submitted to the Department Office prior to graduation. Specific portfolio requirements vary by concentration or concentration option and are available in the Department Office or on the Department website (www.asn.csus.edu/coms/students/Portfolios.htm).

Total Units Required: 48

Required Lower Division Core Courses (12 units)

- (3) COMS 2 Argumentation
- (3) COMS 8 Interpersonal Communication Skills
- (3) COMS 55 Media Communication and Society
- (3) JOUR 30 Basic News Writing (Jour 20; ENGL1A may be taken concurrently)

Required Upper Division Core Courses (9 units)

- (3) COMS 100A Survey of Communication Studies
- (3) COMS 100B Critical Analysis of Messages (COMS 2 and 4; ENGL 20; WPE passing score; COMS 100A may be taken concurrently)
- (3) COMS 100C Introduction to Scientific Methods in Communication Research (COMS 100A may be taken concurrently)

Concentration Requirements and research Methods (21 units)

- (3) COMS 118 Survey of Public Relations (One college writing course in ENGL or JOUR)
- (3) COMS 123 Writing for Public Information (JOUR 30)
- (3) COMS 158 Public Relations Planning and Management (COMS 123 or JOUR 123)
- (3) COMS 171 Survey Methods in Communication Research (COMS 100C)
- (3) COMS 187 Issue Management and Case Studies in Public Relations (COMS 158; 12 units of COMS upper division)
- (3) MGMT 120 Principles of Marketing
- (3) MGMT 125 Advertising (MGMT 120)

Electives (6 units)

Upper division Communication Studies courses selected in consultation with your major advisor.

People interested in this area of Communication Studies often choose courses from the following electives:

- (3) 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 (GPHD 101 or COMS 121 with instructor permission)
- (3) COMS 151 Visual Communication (ENGL1A; ENGL 20; passing score on the WPE; COMS 100A)
- (3) COMS 160 Political Communication
- (3) COMS 166 Theories of Persuasion and Attitude Change
- (3) COMS 170 Data Analysis in Communication Research (COMS 100C)
- (3) COMS 175 Creative Problem Solving
- (1-6) COMS 195 Internship in Communication Studies (COMS 100A)
- (3) COMS 197A Journalism Laboratory (Working as staff member on the State Hornet Newspaper)

NOTES:

* No more than 3 units of COMS 110, 111, 195 and/or 199 can be applied to the major requirements.

* Students in the Public Relations concentration are encouraged to minor in the social sciences or business.