

Bachelor of Arts in Media & Communication – Public Relations

Freshman and Sophomore years, you will be taking general education courses Core IMPACTS. Core IMPACTS supports your future success and prepares you for upper-level courses and your career!

Freshman & Sophomore Years

TERM 1	TERM 2	TERM 3	TERM 4
ENGL 1101 Composition I	ENGL 1102 Composition II	ENGL 2xxx Humanities Literature Elective	COMM 1100 Human Communication
Math	STEM Elective	COMM 1110 Public Speaking	COMM 2202 Intro to Mass Communication
Institutional Elective	POLS 1101 American Government	MCOM 3030 Public Relations	Social Science Elective
NMAC 2145 Intro to Media Production*	MCOM 2200 Intro to Public Relations	Lab Science	Lab Science
NMAC 2108 Intro to Social Media	MCOM 2131 News Writing and Reporting	HIST 2111/2112 U.S. History	Humanities Elective

Milestones

Earn a grade of “C” or higher in English, Math, COMM, NMAC and MCOM courses.

Satisfy: 15 credit hours a semester or take summer courses. Meet with your advisor at least once each semester.

Get Involved: Visit [Knight Life](#) for information on Clubs and Organizations like Knights Academy & Knights of Success.

Career Connection: Take a career assessment & review with a career advisor at the [CCLD](#).

Summer Semester: Take courses and get ahead!



Skills to Add to Your Resume and LinkedIn

Skills Gained During Freshman & Sophomore Year

Critical Thinking | Teamwork | Persuasion | Time Management | Inquiry & Analysis | Problem Solving
Information Literacy | Intercultural Competence | Persuasion | Ethical Reasoning | Perspective - Taking

Junior & Senior Years

TERM 5	TERM 6	TERM 7	TERM 8
NMAC 3500 or 3651	COMM 3010 Communication Theory	NMAC 3108- Writing for Digital Media	NMAC 4483 Capstone Professional Portfolio
Social Science Elective	NMAC 3600 Digital Storytelling	MCOM 4030 Crisis Management	MCOM 4040 Public Relations Campaign
NMAC 3460 Media Criticism	MCOM 3131 Newswriting Practicum	Upper-Level Elective	Upper-Level Elective
NMAC 3010 Media Ethics	Upper-Level Elective	Upper-Level Elective	Upper-Level Elective
MCOM 4035 Social Media Analytics	Upper-Level Elective	COMM 3050 Persuasion & Strategic Comm	

Milestones

A grade of “C” or higher is required in all COMM, NMAC, MCOM and upper-level courses (3000/4000 level courses).

Career Connection: Check in with a career advisor to update your resume, Handshake, and LinkedIn profile.

Graduate: Apply and prepare for graduation at the end of TERM 6!