



## Bachelor of Arts in Communication Studies

### *Advertising/Public Relations Concentration*

Fall 2024 Approved Degree Worksheet

### GENERAL EDUCATION COURSES (33-34 CREDITS)

#### Biblical Worldview: All Required

- GENE 100 The Making of a Christian Mind (3)
- GENE 402 The Making of a Christian Leader (3)

#### Communication: 6 credits

- COMM 110 Public Speaking (3) Campus Only<sup>1</sup>
- UNIV 100 Regent Foundations of Success (3) Online Only<sup>2</sup>
- ENGL 101 English Composition (3)

#### Critical Thinking & Moral Reasoning: 6 credits

- ENGL 102 Research & Academic Writing (3)
- GENE 250 The Making of the Christian Life (3)

#### Cultural Foundations - Literature: 3 credits

- ENGL 205 Literature of the Western World (3)

#### Cultural Foundations - Economics: 3 credits

- ECON 101 Introduction to Economics (3)
- ECON 120 Microeconomics (3)

#### Cultural Foundations - U.S. History or Government: 3 credits

- HIST 201 U.S. History I (to 1877) (3)
- HIST 202 U.S. History II (from 1877) (3)
- GOVT 201 The American Republic (3)

#### Quantitative & Scientific Literacy - Natural Science: 3-4 credits

- BIOL 101 Introduction to Biology with Laboratory (4)
- BIOL 121 General Biology I (4)
- EASC 101 Intro to Earth Science w/Lab (4) Online only
- BIOL 201 Human Anatomy and Physiology I (4)
- CHEM 100 Introduction to Chemistry (3)
- BIOL 240 Ecology (3)
- PHYS 100 Physics for Everyday Life (3)
- PHYS 221 University Physics I (4)

#### Quantitative & Scientific Literacy - Math: 3-4 credits

- MATH 101 Mathematics for Liberal Arts (3)
- MATH 102 College Algebra (3)
- MATH 201 Statistics (3)
- MATH 211 Calculus (4)
- MATH 220 Discrete Mathematics (3)

<sup>1</sup>COMM 110 must be taken by on campus students

<sup>2</sup>UNIV 100 must be taken by online students

**GENERAL EDUCATION COURSES & MAJOR REQUIREMENTS**

**Communication Major Core Requirements (21 credits)**

- COMM 110 Public Speaking (3)
- COMM 215 Foundations of Communication (3)
- COMM 220 Interpersonal Communication (3)
- COMM 245 Communication Theory (3)
- COMM 310 Narrative Concept and Development (3)
- COMM 330 Communicating in the 21st Century (3)
- COMM 416 Communication Ethics (3)

**Advertising/Public Relations Concentration (21 credits)**

- BUSN 240 Marketing Principles (3)
- COMM 340 Producing News, Info., Entertainment (3)
- COMM 350 Writing for Strategic Communication (3)
- COMM 416 Communication Ethics (3)
- COMM 446 Capstone Seminar (3)
- MKTG 210 Advertising and Promotion (3)
- MKTG 250 Public Relations (3)

**General Elective Courses: Select (30 or 45 credits)\*\***

Select any 100-400 level Course

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**On Campus Only (15 credits)**

On campus students must complete an additional 15 credits in one of the areas below. Honors courses are only available to Honors College Students.

**Christianity & Culture**

- BIBL 105 Introduction to the Bible (3)
- BIBL 106 Christian Doctrine (3)
- GENE 150 The Good, True, & Beautiful (3)
- HIST 207 Western Civilization I (3)
- HIST 208 Western Civilization II (3)

**Honors College**

- HONS 150 The Good Person (3)
- HONS 200 The Great Family (3)
- HONS 250 The Just Society (3)
- HONS 300 The Exceptional Country (3)
- HONS 350 The Flourishing World (3)

### General Notes

- Check Degree Works or the Catalog for course pre-requisite information.
  - Minimum C- grade for major coursework required
  - 50% of major requirements must be taken at Regent University
  - A minimum cumulative 2.0 GPA is required to maintain good academic standing.
  - Some majors also require a minimum grade in all major courses.
  - As a general rule, 100 and 200 level courses should be taken prior to upper level (300 and 400) level courses.
  - A minimum of 120 credits is required.
  - A minor may be completed in place of a portion of the general electives. Students must still earn a total of 120 credits.
- \*\* Honors & on campus students will only have 30 general elective credits due to the required additional 15 credits of C&C or honors college courses. Online students will have 45 general elective credits.**

[All Official Degree Information is found in Degree Works and the Undergraduate Catalog](#)