



**CERT Communication Studies
2020-2021**

**Public Relations Specialist
50 Credits Date of update: 6-19-2019**

Program Coordinator/Advisor: Amy Fair Amy.Fair.umpqua.edu

Program Prerequisites: See requirements needed for first term classes.

Possible Term Plan	Course Number	Course Title	Credits	Terms	Prerequisites/Notes
Term 1	J 251	Writing for the Media	3	F	None
	CIS 125H	Writing Web Pages	2	F	None
	WR 121	Academic Composition	4	F	Students must pass ACCUPlacer equivalent writing placement exam with a minimum score of 78 OR must pass a WR 115 course or equivalent with at least a C.
	SP 111	Fundamentals of Public Speaking	4	F,W,S,Su	WR 095 with a grade of C or better or placement by approved measure; AND RD 090 with a grade of C or better or placement by approved measure
	BA 238	Professional Selling	3	F	None
	J 215	Journalism Production	2	F	None

Term 2	BA 101	Introduction to Business	4	W	None
	SP 105	Listening	3	W	None
	VC 130	Introduction to Photoshop	3	W	None
	MTH 105	Math in Society (or higher)	4	W	MTH 095 or MTH 098 with a grade of C or better, placement by approved measure, or instructor
	ELECT	Approved Elective	3	W	Two electives required from the list of Approved Electives

Term 3	J 205	Introduction to Public Relations	3	S	WR 115 with a grade of C or better
	BA 223	Principles of Marketing	3	S	FOR BA 223, students must pass BA 101 with at least a C.
	J 211	Introduction to Mass Communications	3	S	None
	SP 112	Persuasive Speech	3	S	WR 095 with a grade of C or better or placement by approved measure; AND RD 090 with a grade of C or better or placement by approved measure.
	ELECT	Approved Elective	3	S	Two electives required from the list of Approved Electives

	Course Number	Course Number/Title	Credits	Terms	Prerequisites/Notes
Approved Electives	BA 165	Customer Service	3	F,W,S	None
	BA 214	Business Communication	3	F,W,S	None
	SP 218	Interpersonal Communication	3	F,W,S	None
	SP 219	Small Group Discussion	3	F,W,S	None
	SP 298	Independent Study: Speech	3	F,W,S	None
	WR 227	Technical Report Writing	4	F,W,S	Students must pass a WR 121 course or equivalent with a C or better.

Advising Notes	Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses. Please see an advisor for a degree planning worksheet for this program.
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Required/ Recommended Equipment and Software	

Will be changing to VC 114 for 21-22