



OGLETHORPE

UNIVERSITY

B.A. Communication Studies (Public Relations Track) 20-21 Bulletin

<https://bulletin.oglethorpe.edu/9-major-minor-programs-requirements/>

CORE Requirements

Freshman Year	Sophomore Year	Junior Year	Senior Year	Required Culture	Required Math
COR 101 (4hrs)	COR 201 (4hrs)	COR 301 (4hrs)	COR 400 (4hrs)	Choose One:	COR 314 (4hrs)
COR 102 (4hrs)	COR 202 (4hrs)	COR 302 (4hrs)		COR 103/COR 104/COR 105 (4hrs)	

Major Overview

The program in Communication and Rhetoric Studies prepares students to become critically reflective citizens and practitioners in professions, including journalism, public relations, law, politics, broadcasting, advertising, public service, corporate communications and publishing. Students learn to perform effectively as ethical communicators – as speakers, writers, readers and researchers who know how to examine and engage audiences, from local to global situations. Majors acquire theories, research methods and practices for producing as well as judging communication of all kinds – written, spoken, visual and multi-media. The program encourages students to understand messages, audiences and media as shaped by social, historical, political, economic and cultural conditions.

Students have the opportunity to receive hands-on experience in a communication field of their choice through an internship. A leading center for the communications industry, Atlanta provides excellent opportunities for students to explore career options and apply their skills.

There are two ways a student can complete the major – with a track or without a track (general major). Students have the option of pursuing the major with a track in one of these three areas: Media Studies, Public Relations, and Rhetoric and Public Discourse.

The track in Media Studies provides students with an understanding of the media environment both domestically and internationally. Students will examine the forces shaping the creation of media texts, learn to critically analyze these texts, explore the role and impact of social media and will develop an appreciation of the way the media shape their understanding of the world.

The track in Public Relations provides students with a solid foundation in the area of Public Relations. Students will receive an introduction to the field and learn critical skills such as writing and planning. Advanced courses will delve into major theories in Public Relations and campaign building in order to provide an understanding of how critical processes in PR can best be developed and implemented. Throughout the program, students will work with actual clients across the Atlanta region to provide a real-world experience and contacts.

The track in Rhetoric and Public Discourse provides students with an understanding of the theories and practices of rhetoric and cultural studies. From its ancient to contemporary articulations, the field of rhetoric prepares citizens to engage and persuade audiences on matters of public concern, cultural value, and social change. Students will learn to apply rhetoric to produce as well as critique arguments on public issues for specific audiences, purposes, and situations. This track enables students to investigate the critical interplay of language, power, identity, and community in public discourse. Courses focus on rhetorics of public participation and advocacy in politics, social movements and protests, and the emerging digital publics of social media.

Major Course Requirements

Completion of all the following courses:

- COM 101 Theories of Communication and Rhetoric
- COM 105 Introduction to Communication Research Methods
- COM 110 Public Speaking
- COM 120 Introduction to Media Studies
- COM 270 Principles of Public Relations
- COM 310 Public Relations Writing
- COM 410 Public Relations Theory and Research

Completion of one of the following:

- COM 240 Introduction to Newswriting
- COM 260 Writing for Business and the Professions
- COM 320 Persuasive Writing
- NPM 265 Nonprofit Communication
- WRI 200 Independent Study in Writing
- WRI 130 Creative Writing
- WRI 231 Biography and Autobiography
- WRI 290 Special Topics in Writing
- WRI 331 Writing Prose, Fiction and Nonfiction
- WRI 400 Advanced Independent Study in Writing
- WRI 490 Advanced Special Topics in Writing

Completion of two of the following courses (at least one must be at 400-level, not including internships):

- COM 200 Independent Study in Communication Studies
- COM 220 Intercultural Communication
- COM 230 Social Media Strategy and Analytics
- COM 290 Special Topics in Communication Studies
- COM 330 Social Media Theories and Impact
- COM 400 Advanced Independent Study in Communication Studies
- COM 440 Public Relations Campaigns
- COM 450 Crisis Communication
- COM 490 Advanced Special Topics in Communication Studies
- COM 495 Internship in Communication Studies



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Additional requirements and things to note:

- A grade of "C-" or better is required in all courses contributing to the major.
- All majors must also complete a TU minor course of study to connect their field to a related body of knowledge and to enhance career possibilities. Students are encouraged to broaden their knowledge and skills through this required minor in such areas as studio art, philosophy, psychology, business administration, politics and international studies.
- At least one of the courses meeting the writing requirement must have a COM designation.
- At least one 400-level COM course (excluding COM 495) must be taken at Oglethorpe.
- At most, one course contributing to the major can be counted toward a minor or a second major in another discipline.
- Though COM 495 Internship in Communication Studies may be taken more than once, a maximum of 6 semester hours may be applied to the major. Any additional semester hours earned from COM 495 will be applied to general electives.

Minor Requirements (Required)

<http://bulletin.oglethorpe.edu/8-degrees-offered-graduation-requirements/8-5-graduation-requirements/8-5-1-bachelor-arts/>

Things to Remember

- Meet with your Academic Advisor before registering for courses
- Create a 4-year graduation plan and update every semester.
- Visit your faculty during their office hours.
- Visit the Study Abroad Office
- Visit the Career Development Office
- Visit the A_Lab
- Visit Academic Success
- Log into OUConnect: <http://connect.oglethorpe.edu/>**

Academic Success	http://success.oglethorpe.edu/
A_Lab	http://alab.oglethorpe.edu/
Library	http://library.oglethorpe.edu
Career Development	http://alab.oglethorpe.edu/careerdevelopment/
HUB	http://hub.oglethorpe.edu/

The final responsibility for meeting all graduation requirements stated in the Oglethorpe Bulletin rests with the student.

See the Oglethorpe Bulletin for a complete list of graduation requirements:

<http://bulletin.oglethorpe.edu/>