# Communication Studies (B.A.) — Advertising and Public Relations

On-Campus | Regent University | School of Communication & the Arts | Minor: Christianity & Culture (On-Campus Only)

Active students should refer to their personalized Degree Works plan, and the Academic Catalog of their acceptance term for the most accurate degree requirements.

## General Education Core Curriculum

| | Code | Title | Hrs |
|---|---|---|---|
| | **BIBLICAL WORLDVIEW: CORNERSTONE AND CAPSTONE** | | |
| ☐ | GENE 100 | The Making of a Christian Mind [1] | 3 |
| ☐ | GENE 402 | The Making of a Christian Leader [1] | 3 |
| | **WRITTEN AND ORAL COMMUNICATION** | | |
| ☐ | COMM 110 | Public Speaking [2] | 3 |
| ☐ | ENGL 101 | English Composition | 3 |
| | **CRITICAL THINKING AND MORAL REASONING** | | |
| ☐ | ENGL 102 | Research and Academic Writing [3] | 3 |
| ☐ | GENE 250 | The Making of the Christian Life | 3 |
| | **QUANTITATIVE AND SCIENTIFIC LITERACY** | | |
| | *Mathematics — Choose 1 from below* | | |
| ☐ | MATH 101 | Mathematics for Liberal Arts | 3 |
| ☐ | MATH 102 | College Algebra | 3 |
| ☐ | MATH 201 | Statistics | 3 |
| ☐ | MATH 211 | Calculus I | 4 |
| ☐ | MATH 220 | Discrete Mathematics | 3 |
| | *Natural Science — Choose 1 from below [4]* | | |
| ☐ | BIOL 101 | Introduction to Biology with Laboratory | 4 |
| ☐ | BIOL 121 | General Biology I | 4 |
| ☐ | BIOL 201 | Human Anatomy & Physiology | 4 |
| ☐ | BIOL 240 | Ecology | 3 |
| ☐ | CHEM 100 | Introduction to Chemistry | 3 |
| ☐ | PHYS 101 | Physics for Future Leaders | 3 |
| ☐ | PHYS 221 | University Physics | 4 |
| | **LITERATURE** | | |
| ☐ | ENGL 205 | Literature of the Western World | 3 |
| | **ECONOMICS** | | |
| | *Economics — Choose 1 from below* | | |
| ☐ | ECON 101 | Introduction to Economics | 3 |
| ☐ | ECON 120 | Microeconomics | 3 |
| | **U.S. HISTORY OR GOVERNMENT** | | |
| | *U.S. History or Government — Choose 1 from below* | | |
| ☐ | HIST 201 | U.S. History I (to 1877) | 3 |
| ☐ | HIST 202 | U.S. History II (from 1877) | 3 |
| ☐ | GOVT 201 | The American Republic | 3 |
| | **Total Hours** | | **33–35** |

*[1] GENE 100 and GENE 402 must be taken at Regent University.*

*[2] COMM 110 is also required in Major Requirements; one course satisfies both requirements.*

*[3] Must earn C- or better in ENGL 101 before taking ENGL 102.*

*[4] On-campus students may choose from BIOL 101, BIOL 121, BIOL 201, BIOL 240, CHEM 100, PHYS 101, or PHYS 221.*

## Major Requirements — Communication Studies

| | Code | Title | Hrs |
|---|---|---|---|
| ☐ | COMM 110 | Public Speaking [5] | 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 |
| | **Total Hours** | | **21** |

*Must earn C- (1.67) or better in all major courses.*

*[5] COMM 110 also satisfies the Written and Oral Communication General Education requirement.*

## Concentration: Advertising and Public Relations

| | Code | Title | Hrs |
|---|---|---|---|
| ☐ | COMM 340 | Producing News, Information, Entertainment | 3 |
| ☐ | COMM 350 | Writing for Strategic Communication | 3 |
| ☐ | COMM 440 | Developing the Strategic Campaign | 3 |
| ☐ | BUSN 240 | Marketing Principles | 3 |
| ☐ | MKTG 210 | Advertising and Promotion | 3 |
| ☐ | MKTG 250 | Public Relations | 3 |

## Minor: Christianity & Culture (On-Campus Only)

| | Code | Title | Hrs |
|---|---|---|---|
| ☐ | BIBL 105 | Introduction to Bible | 3 |
| ☐ | BIBL 106 | Christian Doctrine | 3 |
| ☐ | GENE 150 | The True, the Good & the Beautiful | 3 |
| ☐ | HIST 207 | Western Civilization I | 3 |
| ☐ | HIST 208 | Western Civilization II | 3 |
| | **Total Hours** | | **15** |

*Required for on-campus students entering with fewer than 60 transfer credits.*

| | | | |
|---|---|---|---|
| ☐ | COMM 446 | Capstone Seminar | 3 |
| | **Total Hours** | | **21** |

*Must earn C- (1.67) or better in all concentration courses.*

## Graduation Requirements

✓ 120 Total credit hours, ✓ 2.0 Minimum overall GPA, ✓ C- minimum in all major & concentration courses

**Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.*

# Communication Studies (B.A.) — Advertising and Public Relations

Online | Regent University | School of Communication & the Arts

Active students should refer to their personalized Degree Works plan, and the Academic Catalog of their acceptance term for the most accurate degree requirements.

## General Education Core Curriculum

| | Code | Title | Hrs |
|---|---|---|---|
| | **BIBLICAL WORLDVIEW: CORNERSTONE AND CAPSTONE** | | |
| ☐ | GENE 100 | The Making of the Christian Mind [1] | 3 |
| ☐ | GENE 402 | The Making of a Christian Leader [1] | 3 |
| | **WRITTEN AND ORAL COMMUNICATION** | | |
| ☐ | UNIV 100 | Regent Foundations of Success [2] | 3 |
| ☐ | ENGL 101 | English Composition | 3 |
| | **CRITICAL THINKING AND MORAL REASONING** | | |
| ☐ | ENGL 102 | Research and Academic Writing [3] | 3 |
| ☐ | GENE 250 | The Making of the Christian Life | 3 |
| | **QUANTITATIVE AND SCIENTIFIC LITERACY** | | |
| | *Mathematics — Choose 1 from below* | | |
| ☐ | MATH 101 | Mathematics for Liberal Arts | 3 |
| ☐ | MATH 102 | College Algebra | 3 |
| ☐ | MATH 201 | Statistics | 3 |
| ☐ | MATH 211 | Calculus I | 4 |
| ☐ | MATH 220 | Discrete Mathematics | 3 |
| | *Natural Science — Choose 1 from below [4]* | | |
| ☐ | BIOL 201 | Human Anatomy & Physiology | 4 |
| ☐ | BIOL 240 | Ecology | 3 |
| ☐ | CHEM 100 | Introduction to Chemistry | 3 |
| ☐ | EASC 101 | Earth Science | 4 |
| ☐ | PHYS 101 | Physics for Future Leaders | 3 |
| ☐ | PHYS 221 | University Physics | 4 |
| | **LITERATURE** | | |
| ☐ | ENGL 205 | Literature of the Western World | 3 |
| | **ECONOMICS** | | |
| | *Economics — Choose 1 from below* | | |
| ☐ | ECON 101 | Introduction to Economics | 3 |
| ☐ | ECON 120 | Microeconomics | 3 |
| | **U.S. HISTORY OR GOVERNMENT** | | |
| | *U.S. History or Government — Choose 1 from below* | | |
| ☐ | HIST 201 | U.S. History I (to 1877) | 3 |
| ☐ | HIST 202 | U.S. History II (from 1877) | 3 |
| ☐ | GOVT 201 | The American Republic | 3 |
| | **Total Hours** | | **33–35** |

*[1] GENE 100 and GENE 402 must be taken at Regent University.*

*[2] Online students take UNIV 100 Regent Foundations of Success in lieu of COMM 110.*

*[3] Must earn C- or better in ENGL 101 before taking ENGL 102.*

*[4] Online students choose from BIOL 201, EASC 101, CHEM 100, BIOL 240, PHYS 101, or PHYS 221.*

## Major Requirements — Communication Studies

| | Code | Title | Hrs |
|---|---|---|---|
| ☐ | COMM 110 | Public Speaking [5] | 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 |
| | **Total Hours** | | **21** |

*Must earn C- (1.67) or better in all major courses.*

*[5] COMM 110 is a major requirement; it also satisfies the on-campus Oral Communication Gen Ed requirement. Online students take UNIV 100 for Gen Ed and still complete COMM 110 as a major course.*

## Concentration: Advertising and Public Relations

| | Code | Title | Hrs |
|---|---|---|---|
| ☐ | COMM 340 | Producing News, Information, Entertainment | 3 |
| ☐ | COMM 350 | Writing for Strategic Communication | 3 |
| ☐ | COMM 440 | Developing the Strategic Campaign | 3 |
| ☐ | BUSN 240 | Marketing Principles | 3 |
| ☐ | MKTG 210 | Advertising and Promotion | 3 |
| ☐ | MKTG 250 | Public Relations | 3 |
| ☐ | COMM 446 | Capstone Seminar | 3 |
| | **Total Hours** | | **21** |

*Must earn C- (1.67) or better in all concentration courses.*

| Graduation Requirements |
| --- |
| ✓ 120 Total credit hours, ✓ 2.0 Minimum overall GPA, ✓ C- minimum in all major & concentration courses |

**Regent University has the right to add to or change this worksheet. This Degree Worksheet is an unofficial document.*