

Bachelor of Arts in Communication Arts with Concentration in: Public Relations (CAPR)

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	COMM200	
ARTS315	Photography	3	ENGL151	
COMM200	Introduction to Communication Studies	3	ENGL101	
COMM220	Rhetoric & Persuasion	3	ENGL151	
COMM225	Workshop	3	ENGL101	
COMM265	Performance Theory & Practice	3	COMM200	
COMM285	Theories of Perception	3	ENGL151 - COMM200	
COMM310	Research Methods	3	COMM285	
COMM320	Radio - TV Announcing	3	COMM200 - ARAB200	
GDES270	Design Software I	3	CSCI200	
PREL250	Public Relations Principles & Concepts	3	COMM200	
Total		33		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
COMM350	Media Law	3	COMM285	
COMM360	Media Planning	3	COMM285	
COMM370	Mobile Media	3	COMM285 - COMM225	
COMM380	Social Reporting	3	COMM285	
COMM405	Organizational Management	3	COMM285	
COMM410	Media and Public Affairs	3	COMM285	
COMM450	Public Speaking	3	PREL250	
COMM460	Crisis Communication	3	COMM285	
PREL350	Public Relations and Event Management	3	PREL375	
PREL360	Public Relations Practice & Analysis	3	PREL250	
PREL375	Specialized Writing in Public Relations	3	PREL250	
PREL380	Communication Tools in Public Relations	3	PREL375	
PREL400	Script Writing for Public Relations	3	ENGL251 - COMM225 - COMM200	
PREL410	Public Relations Workshop	3	PREL375	
PREL445	Critical Inquiry & Public Relations	3	PREL375	
PREL465	Public Relations Campaign	3	PREL375	
PREL495	Senior Study in Public Relations	3		PREL465
Total		51		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	ENGL051	
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
Total		15		

General Education Electives				
Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Elective	3		
Total		9		