



STOCKTON
UNIVERSITY

SCHOOL OF
ARTS & HUMANITIES



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B.A. – COMMUNICATION STUDIES PUBLIC RELATIONS AND ADVERTISING

PROGRAM COURSES: 40 credits

CORE REQUIRED COURSES for all Communication majors – 20 credits:

COMM 1201	Introduction to Mass Communication	4
COMM 2103	Writing for the Media	4
COMM 3200	Theories of Mass Communication	4
COMM 4601	Communication Senior Seminar	4

Communication Internship – Choose from:

COMM 3916	Telling Stockton’s Story	4
COMM 3918	Editing Internship	
COMM 3926	Oral History Internship	
COMM 4901	Communication Internship	
COMM 4902	WLFR Internship	
COMM 4906	Community TV Partnership	
COMM 4907	Program News & Social Media Internship	

PUBLIC RELATIONS CONCENTRATION: 20 credits

COMM 2301 Introduction to Public Relations (required course)

Choose **four** courses from the following list:

COMM 2208	Special Topics in PR & Advertising
COMM 2307	Quantitative Methods in PR Research
COMM 2405	Introduction to Advertising
COMM 2406	Business and Professional Presentation
COMM 3302	Advanced Public Relations
COMM 3304	PR and Advertising Design
COMM 3305	Public Relations Ethics
COMM 3310	Global Public Relations
COMM 3311	PR and Advertising Copywriting

COGNATES – 24 credits:

Students are required to have **six** cognate courses (24 credits). Cognates can come from the following areas. **At least one cognate course must be taken at the 3000 or 4000 level:**

ACCT, ARTV, DANC, MUSC, THTR, COMM, BSNS, ECON, FINA, HIST, HOSP/HTMS, INTL, LANG, LITT, MGMT, MKTG, PHIL, GAH 1124, GAH 2233, GAH 2372, GAH 3306, GSS 3795.

A minimum grade of **C** or better is required for all program and cognate courses counted toward the 64 program and cognate credits required for graduation.

GENERAL STUDIES REQUIREMENT: 32 credits

25 % of all the courses a student takes at Stockton must be General Studies courses. For all first-year students and transfer students with fewer than 64 credits (B.A. degree), the following courses are required.

- General Arts and Humanities (GAH) — 8 credits
- General Interdisciplinary (GEN) — 4 credits
- General Integration and Synthesis (GIS)* — 4 credits
- General Natural Science and Mathematics (GNM) — 8 credits
- General Social Science (GSS) — 8 credits

***Must be taken in junior or senior year**

No more than **16** credits in any “G” category may be applied toward the B.A. degree.

AT-SOME-DISTANCE ELECTIVES REQUIREMENT (Courses unrelated to your major): 32 credits

GENERAL EDUCATION OUTCOME REQUIREMENT

These courses are listed as attributes and should be completed within the 128 credits needed to graduate.

- Arts (A)
- Values Ethics (V)
- Historical Consciousness (H)
- International/Multicultural (I)

WRITING REQUIREMENT (4 courses)

All matriculated students must earn a **C** or better in 4 writing-designated courses. Two W1 courses may be transferred.

- 1 W1 course (any level)
- 1 W1 or W2 course (any level)
- 1 W1 or W2 course (any level)
- 1 W1 or W2 course 3000-level

W2 and Q2 courses must be taken at Stockton.

QUANTITATIVE REASONING REQUIREMENT (3 courses)

All matriculated students must pass three quantitative-reasoning-designated courses. Two Q1 courses may be transferred.

- 1 Q1 course (any level)
- 1 Q1 or Q2 course (any level)
- 1 Q2 course (any level)

For more information on the Communication Studies program, please consult the [Academic Bulletin](#).

Course descriptions and prerequisite information may be found in the [Catalog of Courses](#).

Reminder: “The student is responsible for ensuring that all graduation requirements are met” (Bulletin). It is important that you consult with your preceptor and/or the Center for Academic Advising on a regular basis.

All Bachelor’s Degree programs require a minimum of 128 credits and a 2.00 cumulative G.P.A.