

DEPARTMENT OF COMMUNICATION

2026-27 catalog 4-year degree pathway

College of Arts and Humanities

Bachelor of Arts, Public Relations

Sample only—your academic advisor will help you create an individualized plan. Students with more than one major should communicate with their advisor prior to enrollment. Upper-division (UD) electives should be selected in consultation with advisor and department faculty members.

Actual courses offered may be in different terms than the quarter listed in this sample plan.

	Fall Quarter	Winter Quarter	Spring Quarter
YEAR 1	UNIV 101 Transition to CWU (1)	K1 Option Academic Writing II (5)	COM 201 Intro to Mass Comm (5)
	*AWI Option Academic Writing I (5)	K3 Option Creative Expression (5)	Elective Explore/minor (5)
	*QR Option Quantitative Reasoning (5)	Elective Explore/minor (5)	Elective Explore/minor (5)
	Elective Explore/minor (5)		
	Total Quarter Credits 16	Total Quarter Credits 15	Total Quarter Credits 15
YEAR 2	COM 207 Intro to Human Comm (5)	COM 208 Intro to PR Writing (4)	COM 370 Adv PR Writing (4)
	COM 270 Intro to PR (4)	COM 345 Business & Prof Speaking (4)	MKT 360 Principles of Marketing (5) * Satisfies K2
	K6 Option Individual & Society (5)	K4 Option Global Dynamics (5)	K5 Option Humanities (5)
	Total Quarter Credits 14	Total Quarter Credits 13	Total Quarter Credits 14
YEAR 3	SUB REQ COM 302: Intercultural Com	UD COM Elective Choose a Dept approved COM elective from catalog list (4)	SUB REQ COM 362: Conflict & Comm
	MEDIA Rec: 303 Online & Soc Med Strategies (4)	MEDIA Option Rec: COM 446 PULSE Magazine (2)	COM 481 Central Comm Agency (2)
	Elective Explore/minor (4)	Elective Explore/minor (5)	K7 Option Physical & Natural World (5)
	Elective Explore/minor (4)	Elective Explore/minor (4)	Elective Explore/minor (4)
	Total Quarter Credits 16	Total Quarter Credits 15	Total Quarter Credits 15
YEAR 4	MEDIA Option Rec: COM 444 The Observer (2)	COM 483 Adv Central Comm Agency (3)	COM UD Elective Choose a Dept approved COM elective from catalog list (2-4)
	UD COM Elective Choose a Dept approved COM elective from catalog list (4)	COM 490 Internship (5+)	COM 489 Portfolio Assessment (1)
	UD COM Elective Choose a Dept approved COM elective from catalog list (4)	K8 Option Science & Technology (5)	COM 483 Adv Central Comm Agency (3)
	Elective Explore/minor (5)	Elective Explore/minor (4)	Elective Explore/minor (4)
	Total Quarter Credits 15	Total Quarter Credits 17	Total Quarter Credits 15
Total Credits			180

*Assumes appropriate placement. If placement needs are different, your advisor will help you create a suitable first-year Math/Academic Writing sequence to set you up for success.

K1, K2, etc = Knowledge Area (Gen Ed)

LD = Lower Division (100-200 level)

UD = Upper Division (300-400 level)

PUBLIC RELATIONS MAJOR, BA							
Communication Core Requirements:			Credits	Prerequisites	Fall 26	Winter 27	Spring 27
COM	201	Intro to Mass Communication	5		✓	✓	✓
COM	207	Intro Human Communication	5		✓	✓	✓
Total			10				
Required Courses							
COM	208	Intro to PR Writing	4			✓	
COM	270	Intro to Public Relations	4		✓		
COM	345	Bus and Prof Speaking	4		✓	✓	✓
COM	370	Advanced Public Relations Wrt	4	COM 208 & 270 & COM Major			✓
COM	470*	Public Relations Strategies	4	COM 370 & COM Major			
COM	475*	Public Relations Management	4	COM 470 & PR Maj/by permission			
COM	489	Portfolio Assessment	1	COM Major & Sr Standing	✓	✓	✓
COM	490	Cooperative Education (1-12 cr)	5				
MKT	360	Principles of Marketing	5	45 or more credits/Soph or above	✓	✓	✓
* Phasing out, can substitute courses							
Total			35				
Media Courses							
Select 8 credits from:							
COM	303	Online & Social Media Strategy	4		✓	✓	✓
COM	442	CentralNewsWatch	3-6				
COM	444	The Observer	3-6		✓	✓	✓
COM	446	Pulse magazine	3-6		✓	✓	✓
COM	481	Central Communication Agency	2	COM 208			✓
COM	483	Adv Central Comm Agency	3	COM 208, COM 481			✓
Total			8				
Public Relations Courses							
Select 8 credits from:							
COM	371	Event Plan & Management	4	COM/Rec Tourism Maj/Min/Cert			
COM	472	Global Public Relations	4	COM 370 & COM Major			
COM	473	Crisis Communication Mgt	4	PR/COM Major			
COM	487	Adv Public Relations Sem	4	COM 470 & COM Major			
Total			8				
Pre-Approved Upper-Division Electives							
Select 14 credits from:							
COM	300	Media Research	4		✓		
COM	302	Intercultural Communication	4	Soph Standing or Above	✓	✓	✓
COM	305	Advertising Copywriting	4	COM 280			
COM	312	Intro Non-Profit Leadership	4	COM Major/Minor/Cert			
COM	321	Visual Storytelling	4				✓
COM	333	Communication Ethics	4				
COM	347	Media Copyediting	3			✓	
COM	348	Publication Design	4	COM Major/Minor/Cert			
COM	350	Persuasion & Culture	4	COM Major			
COM	362	Conflict and Communication	4	COM Major/Minor/Cert			✓
COM	365	Organizational Communication	4	COM Major		✓	
COM	369	Mass Media and Society	4		✓		
COM	371	Event Plan & Management	4	COM/Rec Tourism Maj/Min/Cert			
COM	375	Interv Princ and Techniques	4	COM 207 & COM Major			
COM	380	Nonverbal Communication	4				
COM	388	Advertising Planning	4	COM 280	✓	✓	
COM	401	Communication Theory	4	COM/Rec Tourism Maj/Min/Cert	✓		
COM	402	Gender Communication	4	COM/Rec Tourism Maj/Min/Cert			
COM	403	Family Communication	4				✓
COM	427	Grant Writing	4	COM 312 & COM Maj/Min			
COM	460	Communication Law	4				
COM	472	Global Public Relations	4	COM 370 & Com Major			
COM	473	Crisis Communication Mgt	4	PR/COM Major			
COM	481	Central Communication Agency	2	COM 208			✓
COM	483	Adv Central Comm Agency	3	COM 208, COM 481			✓
COM	487	Adv Public Relations Sem	4	COM 470 & COM Major			
Total			14				
TOTAL PROGRAM CREDITS			75				