LIBERTY UNIVERSITY

School of Communication
Degree Completion Plan (DCP)

B.S. in Communication Studies: Advertising and Public Relations

Name _____ ID _____

GENERAL EDUCATION: CORE COMPETENCY REQUIREMENTS (59-63 hours)

ALL GENERAL EDUCATION COURSES MUST BE CHOSEN FROM THE LIST OF "APPROVED RESIDENTIAL GENERAL EDUCATION & INTEGRATIVE COURSES." (www.liberty.edu/gened)

COMMUNICATION (6 hours)

Course	Hrs.	Sem. Taken	Grade
COMS 101 Speech Communication	3	_____	_____
ENGL 101 Composition and Rhetoric	3	_____	_____

MATHEMATICS, SCIENCE, & TECHNOLOGY (11-15 hours)

CRST 290 History of Life	2-3	_____	_____
MATH _____ (above 110)	3	_____	_____
NAT SCI _____	3	_____	_____
NAT SCI, MATH or BUSI 201	3	_____	_____
Technology Competency	0-3	_____	_____

INFORMATION LITERACY (6 hours)

ENGL 102 Composition and Literature	3	_____	_____
HIEU 201 or 202 or HIUS 221 or 222	3	_____	_____

CRITICAL THINKING (15 hours)

ENGL 201, 202, 215, 216, 221, or 222	3	_____	_____
GOVT 200, PSYC 101 or 210, SOCI 200 or 201	3	_____	_____
PHIL 201 Phil./Contemporary Ideas	3	_____	_____
HUMN 101, THEA 101, ARTS 105, or MUSC 103 **AND**	3	_____	_____
*GEN ED ELECTIVE (non-language)	3	_____	_____
	OR		
LANG _____ **AND	**3**	_____	_____
**LANG _____	3	_____	_____

BIBLICAL WORLDVIEW (21 hours)

BIBL 105 Old Testament Survey OR ^BIBL 205 Old Testament Life/Literature	3	_____	_____
BIBL 110 New Testament Survey OR ^BIBL 210 New Testament Life/Literature	3	_____	_____
BWVW 101 Biblical Worldview I	2	_____	_____
BWVW 102 Biblical Worldview II	2	_____	_____
EVAN 101 Evangelism and Christian Life	2	_____	_____
PSYC 150 Psychology of Relationships	3	_____	_____
THEO 201 Theology Survey I	3	_____	_____
THEO 202 Theology Survey II	3	_____	_____

*All courses **except** ENGL and Language qualify for the General Education elective
**Must be the same language
^Options available to Honors students

NOTE: HIUS 221 or 222 is strongly recommended.

7/1/2012

MAJOR: COMMUNICATION STUDIES: (42 hours)
ADVERTISING AND PUBLIC RELATIONS

CORE (12 hours)

Course	Hrs.	Sem. Taken	Grade
COMS 110 Intro. to Mass Communication	3	_____	_____
COMS 210 Communication Perspectives	3	_____	_____
COMS 220 Mass Communication Writing	3	_____	_____
COMS 360 Professional Communication	3	_____	_____

CONCENTRATION: Advertising and Public Relations (30 hours)

ARTS 222 Desktop Publishing	3	_____	_____
COMS 223 Audio and Video Basics	3	_____	_____
COMS 234 Copy Editing	3	_____	_____
COMS 307 Principles of Advertising and Public Relations	3	_____	_____
ARTS 340 Publication Design	3	_____	_____
COMS 385-399 (1 hour X 3 semesters)	1	_____	_____
[2 must be related to	1	_____	_____
Advertising/Public Relations)	1	_____	_____
COMS 489 Communication Campaigns	3	_____	_____
COMS 499 Internship	3	_____	_____

Advertising

COMS 346 Advertising Copywriting/Design	3	_____	_____
COMS 356 Direct Marketing Communication	3	_____	_____

OR

Public Relations

COMS 357 Public Relations Writing	3	_____	_____
COMS 367 Public Relations Strategies	3	_____	_____

NOTES: Must have a "C" or above in upper-level courses in the major
Must have an overall average of "C" in the major

FREE ELECTIVES (15-19 hours) [12 hours must be upper level]
Minors are included as elective hours.

_____	__	_____	_____
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GRADUATION REQUIREMENTS

FRSM 101 Freshman Seminar REQ.____ MET____

All Christian/Community Service requirements must be satisfied before a degree will be awarded.

TOTAL – 120 hours minimum required. (Of this total, at least 36 hours must be 300-400 level.)