

# Q.U. UNDERGRADUATE DEGREE REQUIREMENTS - BONAVENTURE AND MAJOR

## B.A. - COMMUNICATION:

### PUBLIC RELATIONS & STRATEGIC COMMUNICATION

120 HOURS

CATALOG YEAR: 2023-2024

DATE AA / AS AWARDED \_\_\_\_\_

NAME \_\_\_\_\_ ID# \_\_\_\_\_

#### BONAVENTURE PROGRAM

	Grade	Credit	IP/Sem*
<b>A. University Courses</b>			
Diversity course (D:)*COM 354 ®		0	
Global course (G:)* COM 351 ®		0	
BPP 410 - Bonaventure Program Portfolio		0	

(\*D/G courses-one needs to be at the 100 level and one needs to be at the 200 level or higher). Global course will be waived if student has spent one semester abroad.  
D/G Courses can be counted both here and in the major or with electives outside the major.

<b>B. Written/Oral Communication</b>	<b>(9 hours)</b>
ENG 111 - W: Composition	3
ENG 112 - W: Composition & Texts	3
COM 101 -Fund of Public Speaking	3
<b>WRITING-ENRICHED COURSES</b>	
COM 205    COM 210    COM 330    COM 497	

<b>C. Philosophy/Theology/Ethics</b>	<b>(12 hours)</b>
TRS 116-G: Western Rel Traditions®	3
Theology _____®	3
Philosophy _____	3
COM394- E: Ethics in Media/Comm ®	0
(E: course must be at 300 level or above)	

<b>D. Humanities/Fine Arts</b>	<b>(3 hours)</b>
Eng Literature-200 level or above	3
Art, Music or Theatre - met within major requirements	

<b>E. Social Sciences</b>	<b>(9 hours)</b>
(CRJ, ECO, HMS, POL, PSY, SOC-select from 2 areas)	
_____	3
_____	3
HIS _____ History	3

<b>F. Natural Sciences/Mathematics</b>	<b>(10/11 hours)</b>
Life Sciences (BIO 111 recommended) *	3/4
Physical Sciences (SCI 115 recommended)*	3/4
MAT 125 - College Algebra	3
* One Science course needs a lab	

®Required: not waived with AA/AS Degree

	Grade	Credit	IP/Sem*
<b>G. COMMUNICATION MAJOR COURSES . . . . . (45 hours)</b>			
COM 200 - Understanding Media (SP)		3	
COM 205 - W:Comm & Human Behavior (FA)		3	
COM 210 - W:Media Writing: News (FA)		3	
COM 330 - W:Med Writ: Elect & Commer (SP)		3	
COM 351 - GW: Intercultural Communication		3	
COM 354 - D: Cultural Representation in Cinema		3	
COM 363 - W:Tech Comm & Res Methds (FA)		3	
COM 381 - Principles of Public Relations		3	
COM 383 - Public Relations Campaigns		3	
COM 389 - Client-Based Video Production		3	
COM 390 - Communication Law (FA)		3	
COM 393 - Writing for Advert/Commercial		3	
COM 394 - E: Ethics in Media & Comm		3	
COM 396 -Social Media		3	
COM 497 - W:Senior Seminar*		3	

#### Choose 3 hours of Media Practicum

COM _____			
COM _____			
COM _____			

#### \*Must be taken in senior year

Students need a Culumative Major G.P.A. of 2.0 and a 'C' or better in all major courses (section G) for degree completion.

#### H. RECOMMENDED SUPPORT COURSES . . . . (18 hours) (100-400 level)

ART 241 - Introduction to Photography	3
ART 290 - Intro to Computer Graphics	3
ART 395 - Graphic Design for Desktop Pub	3
INT 380 - Internship III	3
MKT 331 - Principles of Marketing	3
MKT 338 - Advertising	3

#### I. MINOR & ADDITIONAL ELECTIVES . . . . . (11 hours) (Check catalog for specific requirements)

_____			
_____			
_____			
_____			
_____			
_____			

#### UNDERGRADUATE DEGREE REQUIREMENTS

##### QUANTITATIVE AND RESIDENCY

- \_\_\_\_\_ Complete ≥ 120 hrs
- \_\_\_\_\_ Complete ≥ 39 hrs at the 300-400 course level
- \_\_\_\_\_ Meet major requirements as set in Academic Catalog
- \_\_\_\_\_ Complete ≥ 27 hrs at 200-400 level with ≥ 21 hrs in QU
- \_\_\_\_\_ Complete ≥ 30 hrs in residency with ≥ 21 hrs in major
- \_\_\_\_\_ Complete ≥ 56 hrs at a 4-year institution

##### QUALITATIVE

- \_\_\_\_\_ A minimum cumulative GPA of 2.0 overall
- \_\_\_\_\_ A minimum GPA of 2.0 in major and relevant minor coursework

Quincy University coursework is measured by Semester Hour. Quarter Hour transfer work will be transferred in as the equivalent Semester

\*IP/Sem = In progress. Indicate semester (e.g. FA21)

#### TRANSFER STUDENTS WITH A.A. OR A.S. DEGREE

- Most Bonaventure Program requirements are fulfilled except:
- \_\_\_\_\_ 2 Theology courses (one course may transfer in)
  - \_\_\_\_\_ 1 300 level Ethics (E:) course
  - \_\_\_\_\_ 1 Philosophy course if the (E:) Ethics requirement is met outside of the PHI prefix (unless a Philosophy course is transferred in)
  - \_\_\_\_\_ 1 Diversity (D:) or Global (G:) course
  - \_\_\_\_\_ 2 Writing-Enriched (W:) courses

#### SERVICE LEARNING HOUR REQUIREMENTS

Students must complete 30 hours. Transfer students who have transferred 24-47.9 hours must complete 20 hours. Those who have transferred 48 hours or more must complete 10 hours. See the QUEST Center for details.

Revised: 04/2021



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