

University of North Georgia

2025-2026 Undergraduate Catalog

Communication with Public Relations Concentration (B.A.)

Location(s): [Gainesville](#), [Online](#)

120 hours

A baccalaureate degree program must contain a minimum of 120 semester hours, at least 21 of which must be upper division hours (3000-4000 level) in the major field. The program must require at least 39 semester hours of upper division work overall.

UNG's B.A. degrees require foreign language proficiency at the intermediate level (2001 or 2002). Students should consult with their advisor to determine which courses to take to attain this level of proficiency and where to place the courses in their program of study.

Core IMPACTS - 42 hours

Refer to [Core IMPACTS](#)

Institution: No exceptions

Mathematics: No exceptions

Citizenship: No exceptions

Humanities: No exceptions

Writing: No exceptions

STEM: No exceptions

Social Sciences: No exceptions

Field of Study - 18 hours

Required Courses - 12 hours

- [COMM 1100 - Human Communication](#)
- [COMM 2900 - Introduction to Media Studies](#)

Choose one:

- [COMM 1110 - Public Speaking](#)

- [JOUR 1010 - News Writing and Reporting](#)

Choose one:

- [COMM 1400 - Foundations in Media Techniques](#)
- [MDST 2500 - Production I](#)

Electives - 6 hours

Suggested courses:

- [COMM 1110 - Public Speaking](#)
- [COMM 1500 - Interpersonal Communication](#)
- [COMM 1503 - Intercultural Communication](#)
- [COMM 2050 - Media, Culture, and Society](#)
- [JOUR 2000 - News Production I](#)
- [JOUR 2902 - Special Topics in Journalism](#)
- [JOUR 2903 - Special Topics in Journalism](#)
- [MDST 1110 - Film Appreciation](#)
- [MDST 2100 - Writing for Film and Digital Media](#)
- [MDST 2150 - Literature and Film](#)
- [MDST 2350 - World Cinema](#)
- Any non-English language course numbered 1001, 1002, 2001, or 2002
- Or other courses relevant to the student's Plan of Study, chosen in consultation with an advisor

Major Requirements - 60 hours

Required Public Relations Courses - 24 hours

- [COMM 2700 - Introduction to Public Relations](#)
- [COMM 3730 - Social Media](#)
- [COMM 3740 - Communication Research](#)
- [COMM 3760 - Public Relations Writing](#)
- [COMM 3780 - Public Relations Cases](#)
- [COMM 4300 - Media Law & Ethics](#)
- [COMM 4700 - Public Relations Campaigns](#)
- [COMM 4900 - Senior Capstone](#)

Knowledge-Based Electives - 9 hours

Choose three:

- [COMM 3050 - Advanced Intercultural Communication](#)
- [COMM 3250 - Argumentation and Debate](#)
- [COMM 3400 - Business & Professional Communication](#)
- [COMM 3720 - Computer Mediated Communication](#)
- [COMM 3800 - Advanced Interpersonal Communication](#)

- [COMM 4013 - Public Opinion & Leadership](#)
- [COMM 4100 - Organizational Communication](#)
- [COMM 4200 - Leadership Communication](#)
- [COMM 4800 - Communication & Media Theory](#)
- [ENST 3040 - Environmental Communication](#)
- [MDST 3350 - Media History](#)
- [MDST 4200 - Diversity in the Media](#)
- [MDST 4220 - Sports and Media](#)

Skills-Based Electives - 9-12 hours

Choose three or four:

- [COMM 3100 - Advanced Public Communication](#)
- [COMM 3200 - Principles of Conflict Resolution](#)
- [COMM 3510 - Small Group Communication](#)
- [COMM 3540 - Nonverbal Communication](#)
- [COMM 3840 - Announcing for Media](#)
- [COMM 4600 - Training Methods in Communication](#)
- [COMM 4710 - Crisis Communication](#)
- [COMM 4953 - Communication Internship](#)
- [JOUR 3010 - Advanced Newswriting & Reporting](#)
- [JOUR 3070 - Editing](#)
- [JOUR 3100 - Multimedia Journalism](#)
- [JOUR 3400 - Media Layout and Design](#)
- [JOUR 3420 - Photojournalism](#)
- [JOUR 3550 - Feature Writing](#)
- [JOUR 3750 - Broadcast Journalism](#)
- [MDST 2500 - Production I](#)
- [MDST 2700 - Intro to Film & Digital Media Post-Production](#)
- [MDST 3000 - Acting for Camera I](#)
- [MDST 3200 - Audio Production for Visual Media](#)
- Other electives from the CMJ department in COMM, JOUR, or MDST may be chosen with the help of an advisor.

Minor or Outside Electives - 15-18 hours

Public Relations majors may take a minor or a selected group of electives outside the department, to acquire a broader knowledge of a subject area beyond the field of media. These will be chosen with the assistance of an advisor.

Other Requirements

- No grade below a "C" will be accepted in the major or minor area, including any classes offered by the department
- [US and Georgia History Requirements](#)

- [US and Georgia Constitution Requirements](#)
 - [Regents' Reading and Writing Requirements](#)
-