

B.S. Business-Public Relations

2019-2020 Sample Course Schedule — *This is a recommended schedule and may be altered as needed. Consult your adviser when making changes. See degree audit for Christian Service requirements.*

FALL			WINTER		
FIRST YEAR					
ENGL 101	Critical Think in Ac Rdg & Wrtg I	3	BRDC 127	Intro. to Digital Storytelling	3
MATH 215	Statistics	3	BUAD 217	Bus-Cptr Con & Appl	3
NOND 101	Southern Connections	1	ENGL 102	Critical Think in Ac Rdg & Wrtg II	3
	Natural Science (IN-7)	3	COMM 135	Comm. & Public Speaking	3
	Elective or MATH 117 if MATH ACT below 18	3	PEAC 125	Fitness for Collegiate Life	1
	Electives	<u>2</u>		RELB 125 or RELT 177 (R-1)	<u>3</u>
		15			16
SECOND YEAR					
ACCT 221	Principles of Accounting I	3	ACCT 222	Principles of Accounting II	3
ECON 224	Principles of Macroeconomics	3	BMKT 326	Principles of Marketing	3
JOUR 105	Writing for the Media	3	BUAD 128	Personal Finance (IN-9)	3
JOUR 208	Publication Tools & Tech or ARTG 115	3	CPTE 100	Computer Concepts (IN-5)	1
	RELT 138, 225, or 255 (R-2)	<u>3</u>	PREL 246	Fundamentals of Advertising	3
		15		Physical Activity (P-1b)	<u>1</u>
					14
THIRD YEAR					
BUAD 201	Business Major Qualification	0	BUAD 339	Business Law	3
BUAD 305	Business Analytics	3	FNCE 315	Business Finance	3
BUAD 312	Professional Comm & Leadership	3	PREL 235	PR Prin. & Theory or COMM 240	3
PREL 310	Social Media Strategies	3	PREL 368	Fundraising for Nonprofits*	3
	BUAD 358 or JOUR 427	3		PSYC 128 or SOCI 125	<u>3</u>
	Physical Activity (P-1b)	1			15
	U.D. Religion (R-4) (W)	<u>3</u>			
		16			
SUMMER					
PREL 392	Public Relations Internship	3			
FOURTH YEAR					
COMM 397	Communication Research (W)	3	BUAD 412	Prep.to Meet the Firms or COMM 415	1
MGNT 334	Principles of Management	3	BUAD 488	Seminar in Business Admin.+	1
PREL 485	PR Techniques	3	MGNT 464	Business Strategies (W)+	3
	Aesthetic Analysis (IN-10)	3	PREL 455	PR Strategy & Management	3
	Historical Perspectives (IN-6)	<u>3</u>	PREL 482	PR Campaign	3
		15	PEAC 425	Fit for Hire	1
				Biblical Studies except 125, 255,455,497 (R-3)	<u>3</u>
					15
TOTAL HOURS					124

*Recommended Course

+ Required to take in residence

NOTE: 9 UD hours in the concentration must be taken in residence. These hours are in addition to those noted.

Please consult with your advisor.