

Q.U. UNDERGRADUATE DEGREE REQUIREMENTS - BONAVENTURE AND MAJOR

B.A. - COMMUNICATION:

PUBLIC RELATIONS & STRATEGIC COMMUNICATION

120 HOURS

CATALOG YEAR: 2020-2021

DATE AA / AS AWARDED _____

NAME _____ ID# _____

BONAVENTURE PROGRAM

| | Grade | Credit | IP/Sem* |
|---|-------|--------|---------|
| A. University Courses (0 hours) | | | |
| 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. Written/Oral Communication (9 hours) | | | |
| ENG 111 - W: Composition | _____ | 3 | _____ |
| ENG 112 - W: Composition & Texts | _____ | 3 | _____ |
| COM 101 -Fund of Public Speaking | _____ | 3 | _____ |

WRITING-ENRICHED COURSES

COM 205 COM 210 COM 330 COM 497

| | | | |
|---|-------|---|-------|
| C. Philosophy/Theology/Ethics (12 hours) | | | |
| TRS 116-G: Western Rel Traditions® | _____ | 3 | _____ |
| Transfer students with 24 credit hours may take any theology course for TRS 116 | | | |
| Theology _____® | _____ | 3 | _____ |
| Philosophy _____ | _____ | 3 | _____ |
| COM394- E: Ethics in Media/Comm ® | _____ | 0 | _____ |
| (E: course must be at 300 level or above) | | | |

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

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

| | | | |
|--|-------|-----|-------|
| F. Natural Sciences/Mathematics (10/11 hours) | | | |
| 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* |
|--|-------|--------|---------|
| G. COMMUNICATION MAJOR COURSES (45 hours) | | | |
| 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**

Grade of 'C' or better required in all courses applicable to the major.

| | | | |
|--|-------|---|-------|
| 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 SH
 Complete ≥ 39 SH at the 300-400 course level
 Meet major requirements as set in Academic Catalog
 Complete ≥ 27 SH at 200-400 level with ≥ 21 SH at QU
 Complete ≥ 30 SH in residency with ≥ 21 SH in major
 Transfer students must have ≥ 56 SH at a 4-year institution

QUALITATIVE

A minimum cumulative GPA of 2.0 in all classes
 A minimum GPA of 2.0 in major and/or minor courses

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

All Bonaventure Program courses are fulfilled with the exception of any two 3 SH TRS, a 300 level Ethics (E:) course, a Diversity (D:) course, a Global (G:) course, two writing-enriched (W:) courses, and any other major requirements.

SERVICE LEARNING REQUIREMENTS

Students must complete 30 hours of service learning, except students who have transferred 24 to 47.9 SH must complete 20 hours, or 48 or more SH must complete 10 hours.

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