TAYLOR UNIVERSITY

Student Name: _____

Student ID: _____

Core Requirements

_____	CAC 125	2	Communication Major Orientation
_____	CAC 220	3	Essentials of Written Communication
_____	CAC 225	3	Communication Theory and Research
_____	CAC 340	3	Intercultural Communication
_____	CAC 485	2	Senior Capstone

Major Requirements

_____	ART 156	1	Digital Tools: Photoshop
_____	ART 157	1	Digital Tools: InDesign
_____	CAC 158	2	Digital Tools: Office Suite
_____	CAC 345	3	Social Media Strategy
_____	JRN 332	3	Layout and Design
_____	PBR 261	3	Introduction to Public Relations
_____	PBR 361	3	Public Relations Cases and Campaigns
_____	PBR 393	3	Practicum
_____	PBR 461	3	Public Relations Writing and Production
_____	PBR 486	1	Senior Portfolio Development

No more than 50% of the credits may overlap with another major or minor.

Select 12 credits from the following not counting toward concentration:

_____	ART 154	1	Digital Tools: Illustrator
_____	ART 356	4	Web Design
_____	COM 111	3	Introduction to Organizational Communication
_____	COM 325	3	Conflict Resolution
_____	COM 327	3	Leadership Communication
_____	COM 330	3	Mediated Communication
_____	COM 372	3	Persuasion
_____	JRN 115	3	Introduction to Media Writing
_____	JRN 225	3	Foundations of Photojournalism
_____	JRN 245	3	Introduction to Multimedia Storytelling
_____	JRN 315	3	Advanced Media Writing
_____	PBR 355	3	Networking Study Trip
_____	PBR 455	3	Event and Venue Planning
_____	PBR 457	3	Media Agency
_____	PWR 230	3	Technical Writing
_____	PWR 243	3	Editing
_____	PWR 372	3	Freelance Writing
_____	SOC 250	2	Principles of Research and Analysis

Total Major Hours Required: 48-60

_____ *Majors must participate in three semesters of media involvement.*

Optional Concentrations—*Students may select any of the following concentrations:*

Health Public Relations

_____	KIN 221	3	Exercise as Medicine
_____	PBH 100	3	Introduction to Public Health
_____	PBH 110	3	Global Health

Select 3 credits from the following not already taken in the major:

_____	COM 325	3	Conflict Resolution
_____	EXS 217	3	Health Promotion Program Planning
_____	NAS 230	2	Health Education for Behavior Change
_____	PBR 455	3	Event and Venue Planning
_____	PBR 457	3	Media Agency
_____	PSY 100	3	Introductory Psychology
_____	SUS 120	1	Environmental Stewardship and Sustainable Living

Integrated Marketing

_____	MGT 201	3	Introduction to Business
_____	MKT 231	3	Principles of Marketing
_____	MKT 390	3	Digital Marketing

Select 3 credits from the following not already taken in the major:

_____	COM 325	3	Conflict Resolution
_____	COM 327	3	Leadership Communication
_____	ENT 320	3	Transformational Entrepreneurship and Innovation
_____	ENT 422	3	New Venture Planning
_____	JRN 245	3	Introduction to Multimedia Storytelling
_____	MKT 410	3	Marketing Research
_____	MKT 445	3	Best Practices in Marketing
_____	MKT 460	3	Consumer Behavior
_____	PBR 355	3	Networking Study Trip
_____	PBR 455	3	Event and Venue Planning
_____	PBR 457	3	Media Agency

Nonprofit Public Relations

_____	COM 111	3	Introduction to Organizational Communication
_____	COM 327	3	Leadership Communication
_____	COM 335	3	Nonprofit Organizational Communication
_____	OVC 310	3	Philanthropy and Grant-Writing

Sport Public Relations

_____	SMA 210	3	Introduction to Sport Technology and Analytics
_____	SMA 350	3	Sport Management
_____	SMA 351	3	Sport Public Relations

Select 3 credits from the following not already taken in the major:

_____	COM 325	3	Conflict Resolution
_____	COM 327	3	Leadership Communication
_____	JRN 230	3	Introduction to Sports Writing
_____	MKT 231	3	Principles of Marketing
_____	PBR 455	3	Event and Venue Planning
_____	PBR 457	3	Media Agency
_____	SMA 352	3	Event and Facility Management
_____	SMA 354	3	Sport Finance
_____	SMA 393	1-4	Practicum
_____	SMA 430	3	Legal Issues in Sport

Information Systems and Analytics Requirements for BS Degree – *All systems curriculum courses must be completed with a grade of C- or better and are included in the major GPA.*

Curriculum Requirements

_____	COS 143	3	Interactive Webpage Development
_____	COS 326	3	Data Visualization
_____	MAT 151	4	Calculus I
_____	MAT 382	3	Advanced Statistical Methods
_____	SYS 101	3	Introduction to Systems
_____	SYS 390	3	Information Systems Analysis
_____	SYS 394	4	Information Systems Design

Select one course from the following:

_____	COS 120	4	Introduction to Computational Problem Solving
_____	SYS 120	4	Introduction to Problem Solving

Select one course from the following:

_____	PSY 425	3	Industrial-Organizational Psychology
_____	SYS 330	3	Human Relations in Organizations

Select one course from the following:

_____	MAT 311	3	Introduction to Data Science
_____	MAT 401	3	Operations Research
_____	SYS 402	3	Modeling and Simulation

Select one course from the following:

_____	MAT 210	4	Introductory Statistics
_____	MAT 352	4	Mathematical Statistics

Select one course from the following:

_____	PBR 393	3-4	Practicum
_____	SYS 393	3-4	Practicum

Electives

Select 3 additional hours of electives, in addition to those required in major:

_____	COS 121	4	Foundations of Computer Science
_____	ENT 422	3	New Venture Planning
_____	MGT 201	3	Introduction to Business
_____	MGT 403	3	Operations Management
_____	SYS 214	3	Principles of Human Computer Interaction
_____	SYS 310	3	E-Commerce

Degree Requirements

- 128 minimum hours and 42 minimum upper-division hours (3XX/4XX course numbers).
- Fifty percent of the minimum hours must be completed at Taylor—64 hours.
- Fifty percent of the major/minor hours must be completed at Taylor.
- 22 of the last 30 hours earned must be completed at Taylor.
- Cumulative GPA of 2.0; major GPA of 2.3 (higher GPA may be required in certain curricula). (See current catalog for policy).
- All foundational core, major, minor, and proficiency requirements must be completed (including Senior Comprehensive Exam/Paper/Project).
- Two years of one foreign language is required for the BA degree.
- Candidates for 2 degrees must complete a minimum of 158 semester hours and meet all requirements for 2 different majors.