

Communication Studies BA

66 Quarter Credits

Why Study Communication Studies with a Public Relation

Communication studies students are engaged in understanding effective human communication techniques. Within this, Public relations is a growing field and a valuable degree for energetic, creative and outgoing individuals interested in current events, advertising, consumer behavior, popular culture and public relation processes in a growing digital and media driven world. This option for a BA in Communication Studies will provide you with the opportunity to develop an understanding of public relations theories and practices, advance your desktop publishing and design skills, and hone your critical thinking skills all while developing effective communication techniques.

Other Degree Options

The Bachelor of Arts Communication Studies offers you two options: 1. Communication Studies and 2. Communication Studies in Public Relations.

Each option provides you with an introduction to concepts in communication and the social sciences. These degrees are similar with the exception of the elective component. The Public Relations option requires 66 credits for completion and has no required minor. The general Communication Studies option requires 59 credits for completion and requires a minor.

Career Opportunities

Public Relations is a growing field and students graduating with this Communication Studies option find career opportunities in Public Relations Firms, Labor Unions, Healthcare Organizations, Government, Business Corporations, Associations, and Volunteer Organizations. CMST graduates are actively involved in shaping the way we communicate in organizations, through various technologies, and within political, intercultural, social, and public settings.



Department Chair

Communications Bldg.
Cheney, WA 99004
509.359.2313
[@ewu.edu](mailto:ewu.edu)

Secretary Senior

Rosie Rodriguez
108 Communications Bldg.
Cheney, WA 99004
509.359.2313
rrodriguez2@ewu.edu

Student Success Coordinator

Gina Gendusa, MS
Senior Hall 125
Cheney, WA 99004
509.359.4276
rgendusa@ewu.edu

This is an example of a four year class schedule. Academic Advisors are there to help create individualized plans.

First Year	Q1	Q2	Q3
	BACR (5 cr.)	BACR (5 cr.)	BACR (5 cr.)
	General Elective (5 cr.)	CMST 208 (5 cr.)	General Elective (5 cr.)
	ENGL 101 (5 cr.)	MATH 107 (5 cr.)	ENGL 201 (5 cr.)
Second Year	Q5	Q6	Q7
	Diversity (5 cr.)	BACR (5 cr.)	BACR (5 cr.)
	CMST 201 (5 cr.)	Global (UL) (5 cr.)	CMST 330* or CSBS 320* (5 cr.)
	JRNM 209 (5 cr.)	CMST 309 (5 cr.)	CSBS 310 (5 cr.)
Third Year	Q9	Q10	Q11
	General Elective (5 cr.)	General Elective (5 cr.)	Design elective (4 cr.)
	CMST 461 (4 cr.)	Upper Div. Elective (5 cr.)	General Elective (4 cr.)
	JRNM 332 (5 cr.)	CMST 462 (5 cr.)	Upper Div. Elective (5 cr.)
			JRNM 453 (4 cr.)
Fourth Year	Q13	Q14	Q15
	General Elective (5 cr.)	General Elective (5 cr.)	General Elective (4 cr.)
	General Elective (5 cr.)	Required Core (UL) (5 cr.)	General Elective (5 cr.)
	Required Core (UL) (5 cr.)	CMST 490 (5 cr.)	Required Core (UL) (5 cr.)

Listed is a Sample Four Year Plan. Individual plans will vary based on placement test scores and class availability.



<https://www.ewu.edu/css>

Student's name: _____ EWU ID: _____

College of Social Sciences

SOAR Department: Comm Stu | SOAR Major: COMST PBRE

Major Declaration Form: Communication Studies - Public Relations, BA-COMST1, PBRE

Math proficiency needed: MATH 107

Bachelor of Arts in Communication Studies
Public Relations option
2018-2019 Catalog Year

First year courses and prerequisites	Notes	Previously offered **
Q1 BACR (5 cr.)		
Q1 General Elective (5 cr.)		
Q1 ENGL 101 COLL COMP: EXPOSITN & ARGUMNT (5 cr.) Prerequisite: Writing Placement Test or General Advising.	Satisfies: university competencies, writing.	F17, W18, Sp18, Su18
Q2 BACR (5 cr.)		
Q2 CMST 208 MASS MEDIA & THE INFO SOCIETY (5 cr.)	Satisfies: a BACR for social sciences. This is a Social Science BACR	F17, W18, Sp18, Su18
Q2 MATH 107 MATHEMATICAL REASONING (5 cr.) Prerequisites: MTHD 104 or MTHD 106 or equivalent course, or a satisfactory score on the mathematics placement test (MPT); Computer Literacy Competency recommended.	Satisfies: completion of this course with a grade \geq C satisfies the university proficiencies in mathematics.	F17, W18, Sp18, Su18
Q3 BACR (5 cr.)		
Q3 General Elective (5 cr.)		
Q3 ENGL 201 COLL COMP: ANALYSIS/RES/DOCMNT (5 cr.) Prerequisite: ENGL 101, Writing Placement Test or general advising.	Satisfies: university proficiencies, writing.	F17, W18, Sp18, Su18

I have discussed this academic plan with the student listed above. Advisor name: _____ Advisor signature: _____

* See the catalog for prerequisites and other details.

** Future course offerings may differ from the past. Check the course schedule for future courses.

To follow this MAP, you should place into MATH 107. If you place lower, your custom MAP may change.

This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.

In addition to the courses listed above, this major requires completion of two years of the same foreign language in high school or one year of a college-level foreign language.

Second year courses and prerequisites

Notes

Previously offered **

Q5	Diversity (5 cr.)	CMST 314 or 340 recommended	
Q5	CMST 201 PUBLIC SPEAKING (5 cr.)		F17, W18, Sp18, Su18
Q5	JRNM 209 MEDIA WRITING (5 cr.) Prerequisite: ENGL 201.	Note: students must complete this course with a grade >= B to enroll in JRNM 332.	F17, W18
Q6	BACR (5 cr.)		
Q6	Global (UL) (5 cr.)	CMST 440 recommended	
Q6	CMST 309 COMMUNICATION AND INFO (5 cr.)		F17, W18, Sp18, Su18
Q7	BACR (5 cr.)		
Q7	CMST 330* or CSBS 320* (5 cr.)		
Q7	CSBS 310 FOUNDATIONS OF SBS THEORY (5 cr.) Prerequisites: completion of the general education core course requirements in the social sciences as specified in this catalog or permission of the instructor.		F17, W18, Sp18, Su18

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Third year courses and prerequisites

Notes

Previously offered **

Q9	General Elective (5 cr.)		
Q9	CMST 461 INTRO PUBLIC RELATION THEORY (4 cr.) Prerequisite: junior standing.	Note: CMST 461, CMST 462 and JRNM 453 are the three core PR classes for the Communication Studies, Public Relations major and Journalism, Public Relations major.	
Q9	JRNM 332 NEWS WRITING (5 cr.) Prerequisites: ENGL 201 and JRNM 209 with a grade ≥B.		F17, W18, Sp18
Q10	General Elective (5 cr.)		
Q10	Upper Div. Elective (5 cr.)		
Q10	CMST 462 ADV PUBLIC RELATIONS THEORY (5 cr.) Prerequisite: CMST 461, JRNM 332; or permission of instructor.	Note: CMST 461, CMST 462 and JRNM 453 are the three core PR classes for the Communication Studies, Public Relations major and Journalism, Public Relations major.	
Q11	Design elective (4 cr.)		
Q11	General Elective (4 cr.)		
Q11	Upper Div. Elective (5 cr.)		
Q11	JRNM 453 PUBLIC RELATIONS WRITING (4 cr.) Prerequisites: JRNM 209, JRNM 332 or permission of the instructor. Practice in methods of preparing and producing messages for organizations in print and other media forms. For those planning public relations careers, this writing course provides a found	Note: one of the requirements for public relations majors.	Sp18

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Fourth year courses and prerequisites

Notes

Previously offered **

Q13	General Elective (5 cr.)		
Q13	General Elective (5 cr.)		
Q13	Required Core (UL) (5 cr.)	CMST 400-level course	
Q14	General Elective (5 cr.)		
Q14	Required Core (UL) (5 cr.)	CMST 400-level course	
Q14	CMST 490 DEPT SENIOR CAPSTONE (5 cr.)	Satisfies: a university graduation requirement'senior capstone.	F17, W18, Sp18, Su18
Q15	General Elective (4 cr.)		
Q15	General Elective (5 cr.)		
Q15	Required Core (UL) (5 cr.)	CMST 400-level course	

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This list of courses is for information purposes only. All students are required to follow the catalog requirements for the year they declared a major.

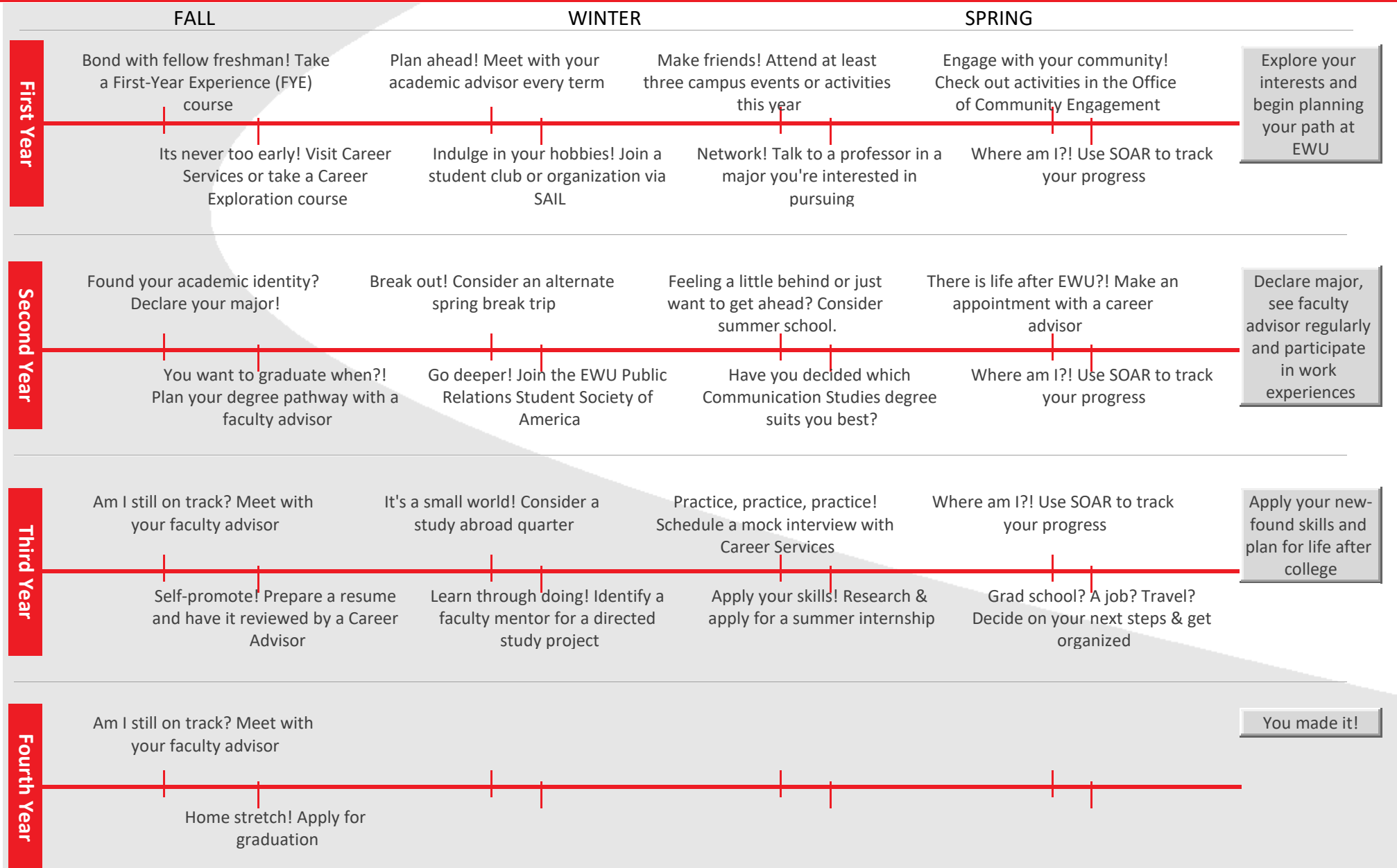
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Flight Plan to Success

The following milestones will help you succeed and improve your experience at EWU.

Communication Studies, BA

College of Social Sciences
Department of Communication Studies



All recommended activities can occur at any time during a student's time at EWU

