

COMMUNICATION: PUBLIC RELATIONS BA

Total Units Required: 190 units

Required Course Listings

This breakdown shows a Communication: Public Relations BA Pathway to be completed in 4 years at La Sierra University. All courses with a star (*) indicate a prerequisite or multiple prerequisites for the class. Courses with a dagger (†) are only offered in years ending with an odd number (e.g. 2022-2023 school year) and courses with a double dagger (‡) are only offered in years ending with an even number (e.g. 2023-2034 school year). By following the suggested/required sequencing all necessary prerequisite courses will be fulfilled. Please consult the Bulletin, Records, or your Guided Pathways Advisor for more information about prerequisites.

Major Requirements (67 units)		
Course	Course Title	Units
COMM 104	Fundamentals of Speech	4
COMM 238	Introduction to Writing for Print Media*	4
COMM 244	Interpersonal Communication	4
COMM 288	Communication Theory I	4
COMM 315	Public Relations Mktg & Dev	4
COMM 328	Persuasion & Rhetoric	4
COMM 338	Adv News Writing & Editing	4
COMM 365	Organizational Communication	4
COMM 390	Communication Research Design	4
COMM 429	Pr Case Studies	4
COMM 485	Communication Colloquium	1
COMM 108 or 202	Introduction to Communication or Communication in Society	4
COMM 215 or 226	Public Relations or Mass Media in Society	4
COMM 339 or 358	Writing for Digital Media or Design and Writing for Public Relations Publications	4
COMM 344 or 477	Gender & Communication or Intercultural Communication	4
COMM 49X	Internship (2 Units) or Research 2 (Units)	2
COMM npr1xx	Non Comm elective from Design or mktg	8

General Education Requirements (123 units)		
Course	Course Title	Units
UNST 101	First Year Seminar	3
ENGL 111	College Writing I	3
ENGL 112	College Writing II*	3
ENGL 113	College Writing III*	3
FND3 X00	Foundational Mathematics	4
WDLG 151	World Language I	4
WDLG 152	World Language II*	4
WDLG 153	World Language III*	4
HLSC 120	Lifetime Fitness	2
SSCI 20X-SL	SSCI Theme Course (with Service Learning)	4
THM1 X00	Theme I Elective	4
HUMN 10X	HUMN Theme Course	4
THM2 3/400	Theme II Elective Upper Division*	4
THM2 X00	Theme II Elective	4
RLGN 304	Adventism in Global Perspective*	4
RELB X00	Theme IIIBiii - Scripture Elective	4
THM3 3/400	Theme III Elective Upper Division*	4
THM3 X00	Theme III Elective	4
NSCI 40X-SL	NSCI Theme Course (with Service Learning)*	4
THM4 B00-L	Theme IV - Life Science Elective with Lab	5
THM4 C00	Theme IV - Physical Science Elective	4
UNST 404E	Senior Seminar*	4
elct 3/400	Upper Division Elective	12
elct X00	Elective	28

Sequencing

Communication: Public Relations BA in 4 years at La Sierra University.

Year 1			Year 1			Year 1		
Fall Quarter (16 units)			Winter Quarter (16 units)			Spring Quarter (14 units)		
Course	Course Title	Units	Course	Course Title	Units	Course	Course Title	Units
COMM 104	Fundamentals of Speech	4	ENGL 112	College Writing II*	3	COMM 244	Interpersonal Communication	4
ENGL 111	College Writing I	3	UNST 101	First Year Seminar	1	ENGL 113	College Writing III*	3
FND3 X00	Foundational Mathematics	4	HUMN 10X	HUMN Theme Course	4	HLSC 120	Lifetime Fitness	2
UNST 101	First Year Seminar	1	THM3 X00	Theme III Elective	4	UNST 101	First Year Seminar	1
THM2 X00	Theme II Elective	4	elct X00	Elective	4	elct X00	Elective	4
Year 2			Year 2			Year 2		
Fall Quarter (16 units)			Winter Quarter (16 units)			Spring Quarter (16 units)		
Course	Course Title	Units	Course	Course Title	Units	Course	Course Title	Units
COMM 238	Introduction to Writing for Print Media*	4	COMM 338	Adv News Writing & Editing	4	COMM 328	Persuasion & Rhetoric	4
COMM 288	Communication Theory I	4	COMM 108 or 202	Introduction to Communication or Communication in Society	4	COMM npr1xx	Non Comm elective from Design or mktg	4
COMM 215 or 226	Public Relations or Mass Media in Society	4	WDLG 152	World Language II*	4	WDLG 153	World Language III*	4
WDLG 151	World Language I	4	SSCI 20X-SL	SSCI Theme Course (with Service Learning)	4	elct X00	Elective	4
Year 3			Year 3			Year 3		
Fall Quarter (17 units)			Winter Quarter (16 units)			Spring Quarter (16 units)		
Course	Course Title	Units	Course	Course Title	Units	Course	Course Title	Units
COMM npr1xx	Non Comm elective from Design or mktg	4	COMM 365	Organizational Communication	4	COMM 339 or 358	Writing for Digital Media or Design and Writing for Public Relations Publications	4
RLGN 304	Adventism in Global Perspective*	4	COMM 390	Communication Research Design	4	THM1 X00	Theme I Elective	4
THM4 B00-L	Theme IV - Life Science Elective with Lab	5	THM2 3/400	Theme II Elective Upper Division*	4	THM4 C00	Theme IV - Physical Science Elective	4
elct 3/400	Upper Division Elective	4	elct X00	Elective	4	elct X00	Elective	4
Year 4			Year 4			Year 4		
Fall Quarter (14 units)			Winter Quarter (17 units)			Spring Quarter (16 units)		
Course	Course Title	Units	Course	Course Title	Units	Course	Course Title	Units
COMM 344 or 477	Gender & Communication or Intercultural Communication	4	COMM 315	Public Relations Mktg & Dev	4	COMM 429	Pr Case Studies	4
COMM 49X	Internship (2 Units) or Research 2 (Units)	2	COMM 485	Communication Colloquium	1	THM3 3/400	Theme III Elective Upper Division*	4
NSCI 40X-SL	NSCI Theme Course (with Service Learning)*	4	RELB X00	Theme IIIBiii - Scripture Elective	4	UNST 404E	Senior Seminar*	4
elct 3/400	Upper Division Elective	4	elct 3/400	Upper Division Elective	4	elct X00	Elective	4
			elct X00	Elective	4			