KEAN UNIVERSITY
COLLEGE OF LIBERAL ARTS
SCHOOL OF COMMUNICATION, MEDIA & JOURNALISM
(41113) B.A. IN COMMUNICATION (PUBLIC RELATIONS OPTION): 120 S.H.
EFFECTIVE DATE: FALL 2024 2.5 GPA REQUIRED FOR DECLARATION, MAJOR AND GRADUATION

GENERAL EDUCATION: 41-42 Semester Hours (S.H.)		**ACADEMIC MAJOR: 45 S.H. Total Credits**			
Foundation Requirements [1] **13 S.H.**		**MAJOR REQUIRED COURSES** [4] **12 S.H.**			
GE 1000 Transition to Kean [2] **-or-** GE 3000 Transfer Transitions [2]	1	COMM 2425 Interpersonal Communication			3
ENG 1030 Composition [3]	3	COMM 2503 Mass Media			3
MATH 1016 Statistics (Recommended) **Or** MATH 1010 Foundations of Math	3	COMM 3510 Persuasive Communication			3
COMM 1402 Speech Communication [4]	3	COMM 3720 Communication and Media Theory (WE) **			3
GE 2023 Research & Technology	3				
		OPTION REQUIRED COURSES [4] **21 S.H.**			
Disciplinary & Interdisciplinary [5] **Distribution Requirements: 28-29 S.H.**		COMM 2403 Digital Video Production [6]			3
		COMM 2920 Intro to Journalism			3
Humanities: 9 S.H.		COMM 3280 News Literacy			3
*ENG 2403 World Literature	3	COMM 3660 Public Relations			3
Take two "GE Approved" courses from two areas below:		COMM 4620 Public Relations Writing			3
Fine Arts	3	COMM 4630 Public Relations Campaigns			3
Philosophy or Religion	3	COMM 4650 Media Relations and Publicity			3
Foreign Languages (Must take I and II for credit)	3				
Music or Theatre	3	**CHOOSE FOUR FROM ANY COMMUNIATION COURSES** [4] **(Including LIST D on page 4) 12 S.H.**			
Interdisciplinary	3	COMM			3
		COMM			3
Social Sciences: 9 S.H.		COMM			3
*HIST 1062 Worlds of History	3	COMM OR COMM 3173 (Internship) [7,8]			3
Interdisciplinary ID 2415 Small Group Communication (Required of Communication majors)[4]	3				
Take one "GE Approved" courses from the areas below:					
Psychology	3	**Major Capstone Course** [4] **3 S.H.**			
Economics or ES 1010 World Geography	3	COMM 4962 Communication Senior Seminar			3
Political Science	3				
Sociology or Anthropology	3	**FREE ELECTIVES 30 -31 S.H. Communication courses cannot be used as free electives. At least 50% must be at the 3000/4000 level.**			
		Lower Level 1/2000		Upper Level 3/4000	
Science and Mathematics: 10 or 11 S.H.					
Math 1000; 1010; 1016; 1030; 1054: or CPS 1032, 1231	3				
Lab Science (from Biology, Chemistry, Environmental Sciences; Earth Sciences; Forensic Sciences, Interdisciplinary, Physics, or Sustainability Sciences)	4				
Additional "GE Approved" Science Course	3/4				
		COMM 1996 Freshman Research (Optional) [9]		COMM 3171-3172 [8,9] Optional Internship	

	Special Notes:
	1 See pre-requisites and equivalencies (on page 3)
	2 University requirement for graduation for all undergraduate students that must be satisfied in one of two ways: Complete GE 1000 (all freshmen and transfers entering with 0-29 credits) OR complete GE 3000 (transfers entering with 30 credits or more.
	3 ENG 1030 requires a grade of C or higher
	4 All Major courses, ID 2415 and capstone require a grade of C or better. Need a 2.5 G.P.A. to graduate
	5 All courses under GE Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved GE Distribution Course List (GEHU Humanities; GESS Social Sciences; GESM Science and Mathematics).
	6 Students may have to purchase a camera for this course
	7 Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an Internship. Students can be approved for a maximum of two, three-credit internships which may be used to fulfill major elective requirements. COMM 3171 and COMM 3172 cannot be used as a major elective.
	8 Students must have a 3.0 GPA and completed 75-90 credits to be eligible for an internship. A maximum of 6 credits for internships is allowed. COMM 3171 (1 credit Free Elective) and COMM 3172 (2 credits Free Electives), and COMM 3173 (3 credits Major Electives) can be combined for a total maximum of 6 credits.
	9 Freshmen may partner with faculty to earn one credit as a free elective which may be taken up to two times. COMM 1996 and COMM 3171-3172 are the only Communication courses acceptable for use in the free electives area.
	* GE Distribution Course required of all students
	** (WE) Writing Emphasis course

GENERAL EDUCATION AND UNIVERSITY REQUIREMENTS

GENERAL EDUCATION INFORMATION AND REQUIREMENTS

Testing and Placement
Incoming freshmen and transfer students may be placed in specific GE Foundations, Developmental or ESL courses as a result of testing and/or multiple measures placement prior to registration. Students may be exempt from testing due to SAT/ACT scores or prior college work.

Prerequisites and Equivalencies for GE Foundations Courses
GE 1000/GE 3000 is a University Graduation Requirement
GE 1000
Required of all freshmen & transfers entering with 0-29 credits
Prerequisite: None
Equivalent: ID 1001

GE 3000
Required of transfers entering with 30 credits or more
Prerequisite: 30 credits and ENG 1030

ENG 1030
Prerequisite: Placement testing or exemption from placement testing
ENG 1025 if required by placement testing
Equivalent: ENG 1031/1032, ENG 1033/1034, ENG 1430 (ESL version), ENG 1620 (Honors version), ENG 1020, ENG 1400

MATH 1000 or MATH 1044*
Prerequisite: MATH 0901 if required by placement testing
*MATH 1044 is available as a Foundation option for CBPM students only
Equivalent: MATH 1000: MATH 1001/1002, MATH 1003/1004, MATH 1051

MATH 1010 or 1016 or 1030
Prerequisite: MATH 0901 if required by placement testing
Co-requisite: Math 0902 (only required, with advisement, based on placement test score and intended major)

MATH 1054
Prerequisite MATH 0901 if required by placement testing **and** MATH 1000

COMM 1402
Prerequisite CS 0412 if required by placement testing
ENG 1025 if required by placement testing
May be taken concurrently with ENG 1030
Equivalent COMM 1400

GE 2021- 2026 *Research and Technology* is offered as college-based course
GE 2021 College of BPM
GE 2022 College of EDU
GE 2023 All College of CLA
GE 2024 College of NAHS & NJCSTM & NWGC (Speech Language and Hearing Science majors)
GE 2025 SFPA & Michael Graves College
GE 2026 Undecided Majors and other special populations
Prerequisite CS 0412 **if** required by placement testing; ENG 1030 or equivalent course
Equivalent: GE 2020

Revised October 2020

GE Distribution Courses

Approved GE Distribution

Courses

All courses taken under the General Education Disciplinary/Interdisciplinary Distribution requirements must be selected from the Approved General Education Distribution Course List.
These courses are designated as GEHU, GESS, and GESM.

GEHU	Humanities
GESS	Social Sciences
GESM	Science and Mathematics

Required GE Distribution Courses

ENG 2403 is a required Humanities Distribution course with an emphasis on diversity.
Prerequisite: CS 0412 if required by placement testing; ENG 1030 or equivalent
Equivalent: ENG*2203

HIST 1062 is a required Social Sciences Distribution course.
Prerequisite: None

Foreign Language Credit

The three credits for a foreign language that may satisfy the GE Disciplinary/Interdisciplinary Distribution Requirement are awarded only upon successful completion of the second of two semesters of study at the introductory or intermediate level.
Credit for the first semester may be used as elective credit.

UNIVERSITY REQUIREMENTS

GE 1000/3000 Requirement

All undergraduate students must satisfy this University requirement for graduation by successfully completing one of the following courses at Kean University: GE 1000 Transition to Kean (all freshmen and transfers entering with 0-29 credits) or GE 3000 Transfer Transitions (transfers entering with 30 credits or more).

Writing-Emphasis Requirement

All students are required to complete one "Writing- Emphasis" course. The "W-E" course must be within the major portion of your program. Consult your major program advisor for specific information.

Note: Equivalent courses may be prior General Education or prerequisite course work taken by students that is now discontinued

List of COMMUNICATION Courses (updated 03/2021) – Kean University

A. COMMUNICATION STUDIE COURSES	C. MEDIA & FILM COURSES
COMM 2405 Advanced Public Speaking	COMM 2403 Digital Video Production
COMM 2425 Interpersonal Communication	COMM 2503 Mass Media
COMM 3216 International Business Communication	COMM 2603 Audio Production
COMM 3405 Debate and Civil Dialogue	COMM 2703 Media Performance
COMM 3410 Voice and Speech	COMM 3002 Film Theory
COMM 3420 Interviewing	COMM 3003 Media Journalism
COMM 3425 Nonverbal Communication	COMM 3053 News Directing and Editing
COMM 3430 Family Communication	COMM 3102 Film Production I
COMM 3510 Persuasive Communication	COMM 3202 Documentary Film
COMM 3520 Organizational Communication	COMM 3402 Film History II
COMM 3525 Communication and Conflict Resolution	COMM 3502 Film Production II
COMM 3530 Communicating across Cultures	COMM 3503 Media Criticism
COMM 3566 Sports Communication	COMM 3522 Sight, Sound and Motion
COMM 3570 Cinema As Cross-Cultural Communication	COMM 3523 Reality TV
COMM 3590 Business and Professional Communication	COMM 3533 Social Media
COMM 3630 Gender, Language and Communication	COMM 3602 Scriptwriting
COMM 3690 Health Communication	COMM 3603 Topics in Media
COMM 3700 Community Building and Advocacy	COMM 3612 Film History I
COMM 3720 Communication and Media Theory	COMM 3703 Broadcast Feature
COMM 3885 Communication and Listening	COMM 3813 Video Field Production
COMM 3960 Issues in Communication	COMM 3902 Animation I
COMM 3970 Political Communication	COMM 3903 Feature Production Company
COMM 4200 Environmental Communication	COMM 3913 TV Studio Production
COMM 4204 Communication Ethics	COMM 3933 Advanced TV Production
COMM 4350 Consulting and Training in Communication	COMM 4002 Topics in Film
COMM 4510 Communication and Popular Culture	COMM 4102 Film Editing
COMM 4520 Communication and Technology	COMM 4813 Advanced Digital Media
COMM 4610 Communication and Law	COMM 4902 Animation II
COMM 4615 Communication and Mediation	COMM 4903 Production Company II
COMM 4625 Communication and Negotiation	
COMM 4880 Travel Learn :Organizational Leadership Across Cultures	**D. PUBLIC RELATIONS COURSES**
COMM 4962 Communication Research Seminar	COMM 3660 Public Relations
	COMM 4208 Event Planning and Management
	COMM 4620 Public Relations Writing
INTERNSHIP COURSES	COMM 4630 PR Campaigns
COMM 3171 - 1 credit	COMM 4635 Sports Public Relations
COMM 3172 - 2 credits	COMM 4640 Public Relations Cases
COMM 3173 - 3 credits	COMM 4650 Media Relations and Publicity
	COMM 4660 Crisis Communication
B. JOURNALISM COURSES	
COMM 2920 Introduction to Journalism	**ADVERTISING COURSES**
COMM 3280 News Literacy	COMM 3103 Media Advertising and Sales
COMM 3780 Tower Practicum (student newspaper)	COMM 3675 Media Advertising
COMM 3910 Public Affairs Reporting	COMM 3680 Branding and Message Development
COMM 3915 Feature Writing	COMM 3685 Media Buying and Planning
COMM 3917 Sports Writing in Journalism	COMM 3740 Digital Advertising Analytics
COMM 3920 Specialty Writing for the Web	COMM 3760 Advertising Cases
COMM 3925 Editing Skills in Journalism	COMM 4700 Advertising Campaigns
	COMM 4705 Contemporary Issues in Advertising

Suggested Communication (COMM) Elective Concentrations

Students may select to focus their COMM Electives in one of three concentrations. Each concentration has a total of four classes. Note: these are only recommended guidelines; PR majors are not required to follow them.

Concentration: Corporate Public Relations		**12 S.H.**
COMM 3520	Organizational Communication	3
COMM 3590	Business and Professional Communication	3
COMM 4660	Crisis Communication	3
COMM 4204	Communication Ethics	3

Concentration: Agency Public Relations		**12 S.H.**
COMM 3533	Social Media	3
COMM 4650	Event Planning and Management	3
COMM 3675	Media Advertising	3
COMM 4204	Communication Ethics	3

Concentration: Specialty Public Relations		**12 S.H.**
COMM 4208	Event Planning and Management	3
COMM 4635	Sports Public Relations	3
COMM 4660	Crisis Communication	3
COMM 4204	Communication Ethics	3