



Name:	
Student Number:	

BA, CMNS (Public Relations)

Lower Level (1000/2000 level)

REQUIRED (33 credits)			
First Year Requirements (12)			
	Course	Term	Credit
CMNS 1160 Introduction to Communication			
CMNS 1290 Introduction to Professional Writing			
ENGL 1100 Introduction to University Writing			
3 Credits of ENGL			
Second Year Requirements (12)			
CMNS 2160 Mass Communication and the Pop Culture Industry			
CMNS 2170 Interpersonal Communication			
CMNS 2290 Technical Communication			
JOUR 2060 Introduction to Multimedia			
Events/Marketing Requirements (9)			
	Course	Term	Credit
EVNT 2260 Managing Festivals and Events (prereq waived)			
EVNT 2070 Staging Special Events (prereq waived)			
MKTG 2430 Introduction to Marketing OR			
TMGT 1150 Marketing and Customer Service	x	x	x
Electives (27 Credits)			
Lower-Level Electives	Course	Term	Credit
Choose 9 lower-level electives. These can be from inside or outside the program.			
			60

Upper Level (3000/4000)

REQUIRED (39 credits)			
	Course	Term	Credit
Core Requirements (12)			
CMNS 3000 Communication Research Methods			
CMNS 3550 Media and Public Relations			
CMNS 4530 Organizational Communication			
CMNS 4xx0 Capstone (take in last 30 credits)			
Required Electives (27)			
Choose any 9 Upper Level JCNM Courses			
Electives (21 Credits)			
Upper-Level Electives (21 credits)			
Choose 7 Upper-Level electives. <ul style="list-style-type: none"> You must have a min. of 18 Upper-Level credits outside the JCNM program. 			
		CREDITS	21
			60

General Education Requirements

Included in your 120 credits above, you must have courses that meet each of the general education requirements.

- 1 course for each of the eight Institutional learning outcomes
- Of those 8 courses, a minimum of 4 (1 in each theme) must be outside the discipline.
- Of those 8 courses, one must also be designated as high impact.
- You must also complete the Capstone course in the final 30 credits of your study.

Theme	Institutional Outcome	Course	Inside or Outside?	High Impact?
Connection	Teamwork		Outside	
	Communication	JOUR 2060		Y
Engagement	Lifelong Learning		Outside	
	Citizenship	CMNS 2160		
Exploration	Knowledge	CMNS 4530		
	Critical Thinking/Investigation		Outside	
Local-to-Global	Intercultural Awareness	CMNS 3510		
	Indigenous Knowledges and Ways		Outside	
	Capstone	CMNS 4xx0	Inside	N/A