**Major: PUBLIC RELATIONS**

**Concentration: AGENCY & CORPORATE PR (PRAC)**

**B.A. Degree (120 minimum required for graduation)**

Eligibility to graduate is based on the completion of all degree requirements and a minimum of 120 credits. Some majors require more than 120 credits (up to 146) to fulfill their degree requirements.

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### 2018-19 Degree Requirements

#### Core Curriculum (GE)

**Math:**
- MATH 190 Business Statistics - required

**Philosophy:**
- PHIL 211/212/213 Ancient, Medieval, Modern Phil
- PHIL 214 Introduction to Philosophy
- PHIL 215 Introduction to Ethics
- PHIL 216 Introduction to Philosophy & Aesthetics

**Science:**
- ANTH 222, 223
- BIOS 100, 103, 110, 112 & 114, 120, 121, 130, 236, 290
- CHIM 100, 105, 107, 120
- PHSC 101, 102, 103, 104, 109, 110, 111, 117, 1156, 119, 1326, 134, 250

**Total Minimum Core Curriculum credits**

70 or 74

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### Major / Concentration

**Core:**
- JOUR 105 Foundations of Journalism and Public Relations
- JOUR 107 Intro to Convergence
- JOUR 433 Media Law
- JOUR 495 Senior Portfolio
- PREL 111 Intro to Public Relations
- PREL 230 Writing for Public Relations
- PREL 249 Media Design Essentials
- PREL 267 Public Relations Career Readiness
- PREL 307 Social Media, SEO and Digital Strategy
- PREL 344 Public Relations Internship
- PREL 355 Media Relations
- PREL 388 Public Relations Management, Philosophy & Ethics
- PREL 444 Advanced Internship and Career Preparation
- PREL 458 Public Relations & Journalism Seminar
- PREL 460 Public Relations Leadership & Adv Campaign Analysis
- Writing Competency Requirement

**Concentration:**

Select one of the following:

- BUSN 230 Introduction to Marketing
- BUSN 240 Principles of Management
- JOUR 105 Foundations of Journalism and Public Relations
- JOUR 107 Intro to Convergence
- JOUR 235 Videography
- PREL 270 Public Relations Seminar
- PREL 385 Persuasive Communication
- PREL 387 Organizational Communication
- PREL 392 Principles of Advertising
- PREL 470 Journalism Seminar

Minimum Upper-Division Credits

24

Total Major Credits Required

44

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### Minor / Support / Electives

**General Electives**

6 or 2

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### Degree Summary

**Core Curriculum Requirements**

70 or 74

**Major Requirements**

44

**Support/Electives**

6 or 2

**Minimum Required for Graduation**

120

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*BBST 465 may be taken with different content for a maximum of 6 credits counted toward graduation.

**Foreign Language** - All B.A. students will take a minimum of 4 credits, based on placement exam.
## Suggested Course Schedule

### 2018-19 Degree Requirements

<table>
<thead>
<tr>
<th>YEAR</th>
<th>FALL</th>
<th>SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRESHMAN</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBST 103/165</td>
<td>Bible Interp &amp; Spir Form / Found of Christian Thought</td>
<td>BBST 103/165</td>
</tr>
<tr>
<td>JOUR 105</td>
<td>Foundations of Journalism and Public Relations</td>
<td>BBST 209/210</td>
</tr>
<tr>
<td>PREL 111</td>
<td>Intro to Public Relations</td>
<td>JOUR 107</td>
</tr>
<tr>
<td>ENGL 100 or 112</td>
<td>Critical Thinking &amp; Writing I</td>
<td>JOUR 249</td>
</tr>
<tr>
<td>KNES 107</td>
<td>Lifetime Wellness</td>
<td>Foreign Language (See list on reverse side)</td>
</tr>
<tr>
<td>GNST 102</td>
<td>First Year Seminar</td>
<td></td>
</tr>
</tbody>
</table>

| SOPHOMORE | | |
| BBST 251 | Theology I | BBST 209/210 | OT History & Literature / NT History & Literature |
| PREL 230 | Writing for Public Relations | Choose one: BUSN 230 or BUSN 240 or JOUR 120 or JOUR 235 or PREL 270 |
| PREL 267 | Public Relations Career Readiness | MATH 190 | Business Statistics |
| Foreign Language* (See list on reverse side) | | Communication (See list on reverse side) | 3 |
| Science (See list on reverse side) | | HIST 100 or 101 World Civilizations I or II | 3 |

| JUNIOR | | |
| BBST 300/400 | Bible Elective | BBST 354 | Theology II |
| PREL 307 | Social Media, SEO and Digital Strategy | PREL 344 | Public Relations Internship |
| JOUR 355 | Media Relations | PREL 388 | Public Relations Management |
| Choose one: COMM 385, COMM 387, PREL 392, PREL 470 | | Fine Arts (See list on reverse side) | 3 |
| Behavioral Science (See list on reverse side) | | ENGL 313 | Writing in the Disciplines |
| KNES 101, 110, 130, 140 or 150 | | General Elective | 3 |
| Writing Competency Requirement | | Graduation Petition due in the Registrar's Office | 15 |

| SENIOR | | |
| BBST 365 | Biblical Theology & Integration | BBST 465 | Integration Seminar |
| JOUR 433 | Media Law & Ethics | BBST 306 | Acts or 316 John or 326 Lukan Writings |
| PREL 460 | Public Relations Leadership & Adv Campaign Analysis | PREL 444 | Advanced Internship and Career Preparation |
| JOUR 495 | Senior Portfolio | PREL 458 | Public Relations & Journalism Research |
| Literature (See list on reverse side) | | Philosophy (See list on reverse side) | 3 |
| HIST 200 or 201 U.S. History or POSC 225 American Government | | | 3 |

*If foreign language requirement has been fulfilled, elective credits may be needed.  
**See list on reverse side of chart. Electives should be approved by your advisor.  
**All Journalism majors must achieve a minimum grade of "C" in all major courses taken at Biola.  

**NOTE:** This degree requirement sheet is designed with your major department and is one way that the classes will work out properly in sequence for your major. However, there are alternative flexible ways to rotate some of the classes within the same year/level and sometimes between year levels. Please contact your major department advisor to discuss flexible alternatives in scheduling the sequence of your classes.