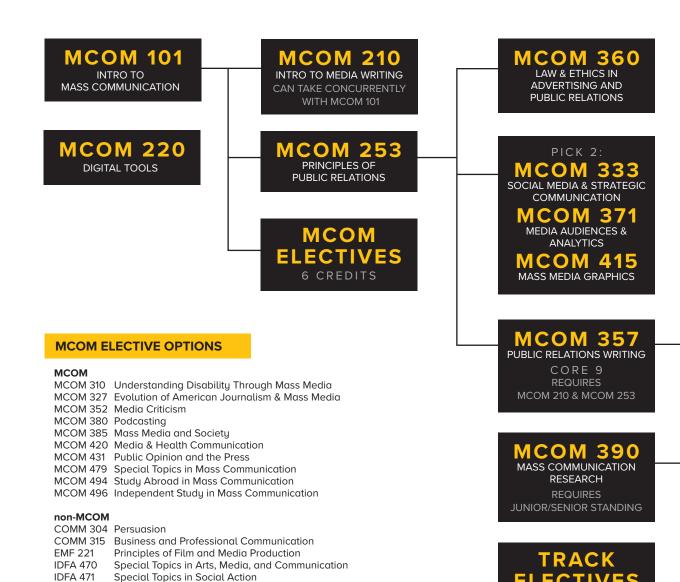


## Strategic Public Relations PREREQUISITE FLOW CHART

9 CREDITS



Only one non-MCOM course may count toward MCOM Major Electives

## CAPSTONE MCOM 419 CORPORATE COMMUNICATION MANAGEMENT CAPSTONE MCOM 453 STRATEGIC PUBLIC RELATIONS CAMPAIGNS TRACK ELECTIVE OPTIONS Ad Focused MCOM 214 Principles of Advertising MCOM 323 Advertising Media Planning

MCOM 214 Principles of Advertising MCOM 323 Advertising Media Planning MCOM 325 Advertising Copywriting MCOM 330 Advertising Account Planning MCOM 447 Advertising Campaigns

## PR Focused

MCOM 451 Public Relations for Non-Profit Organizations

## Ad/PR Focused

MCOM 358 Editing for Media Writers
MCOM 443 International Advertising
& Public Relations
MCOM 452 Media Relations
MCOM 460 Internship in Advertising
& Public Relations

MCOM 478 Special Topics in Advertising & Public Relations