

**ACADEMIC RHODEMAP**  
**BA COMMUNICATION MAJOR**  
**With Concentration in Public Relations/Advertising**



**RHODE ISLAND COLLEGE**

**GENERAL EDUCATION:** A complete listing of General Education courses can be found at the Office of Academic Support and Information Services (OASIS) or online at <http://www.ric.edu/recordsoffice/Pages/College-Catalog.aspx>; look at catalog for year you enrolled. For Gen Ed courses, aside from Second Language requirement, which varies depending on where you are placed, you need ONE course from each category. Second Language 101/102 options are: American Sign, Arabic, French, German, Italian, Japanese, Latin, Portuguese, or Spanish. For other ways to satisfy the second language requirement look under the Gen Ed. section of the catalog. Any courses marked (F) offered Fall only; (Sp) Spring only.

Academic Major Checklist	Course	Academic Major Checklist	Course
COMM 208 Public Speaking		COMM 357 Public Opinion and Propaganda* (Sp)	
COMM 240 Mass Media and Society		COMM 479 Communication Internship*	
COMM 251 Research Methods in Communication*		Choose THREE from: COMM 242 Message, Media, and Meaning; COMM 347 Mass Media Law*; COMM 351 Persuasion*; COMM 454 Organizational Communication*; MGT 201 Foundations of Management*; MKT 201 Introduction to Marketing*; or MKT 334 Consumer Behavior*	
COMM 301 Public Relations*			
COMM 334 Advertising*			
<b>Choose A OR B: A.) Public Relations</b>		<b>B.) Advertising</b>	
COMM 201 Writing for News*		COMM 335 Advertising Research* (F)	
COMM 311 Advanced Public Relations* (F)		COMM 337 Advertising Strategy* (Sp)	
COMM 312 Advanced News and Public Relations Writing*		COMM 339 Advertising Creativity* (F)	
COMM 377 Public Relations Laboratory* (Sp)		COMM 376 Advertising Laboratory* (Sp)	

This map is a semester-by-semester plan to help you toward graduation in four years. Not everyone graduates in four years as it depends on how many courses you can take, and how you do in those courses. This map is not your only route; it is a suggestion. While there are many courses in your major that have prerequisites that will need you to take them in a special order, there is some flexibility in this map. All courses that have prerequisites are marked with an asterisk\* in the checklists above and in the map.

The column to the left on the other side of this page suggests the ideal courses for you to take each semester. There are times when those courses may be full or unavailable the semester you plan to take them, in which case consider another course from a different semester with which you can switch. The column on the right has "Checkpoints" for each semester that show where you should be by the end of that semester. You should work from this map as you plan each semester's schedule with your advisor. You should plan to see your advisor in late September for the Spring Semester and in February for the Fall. The Map is designed primarily for freshmen coming to college for the first time, but transfer students may also use the RhodeMap with the understanding that they have most likely completed several requirements through transfer of credit, and will be starting further into the program. Maps assume a Fall start.

**GRADUATION REQUIREMENTS:** The following requirements must be completed by undergraduate degree candidates at Rhode Island College in order to graduate:

- General Education program, including a second language requirement
- College Math Competency (which is separate from the Gen Ed math requirement) and must be completed by end of first semester or you will be placed on probation. Find more information at [Math Competency](#)
- College Writing Competency (satisfied by FYW with a minimum grade of C)
- Academic Major—see check chart below.
- A minimum of 120 credit hours, with a minimum of 45 credit hours taken at RIC. Of the 45 credit hours, a minimum of 15 credit hours must be in the major (12 of which must be at the 300- or 400-level).
- A minimum overall grade point average of 2.0
- A minimum grade point average of 2.0 in your major

Approved by Department Chair: E. J. MIn Date 6/9/2016

Approved by Undergraduate Curriculum Committee: Date 6/9/2016

Revised: 5/9/2018

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<b>SEMESTER 1</b>	<b>CR</b>	<b>SEMESTER 1 CHECKPOINTS ✓</b>
First Year Writing (FYW 100) or First Year Seminar (FYS 100).	4	<input type="checkbox"/> FYW 100P is a 6 credit option. To decide which FYW to take, see Directed Self-Placement test at <a href="http://www.ric.edu/firstyearwriting/Pages/default.aspx">http://www.ric.edu/firstyearwriting/Pages/default.aspx</a>
Gen Ed Distribution course from <b>one</b> of these GE categories: Arts (A); Math (M); History (H); Literature (L); or Natural Sciences (NS).	4	<input type="checkbox"/> (If Math competency is completed, consider Gen Ed-MATH here, if not will need to take MATH 010)
Gen Ed--Second Lang 101 (based on placement, a course higher than 101/102 may be taken). If language requirement already satisfied: Any Gen Ed Distribution course, or course required in the major	3-4	<input type="checkbox"/> Language placement test with Dept. of Modern Languages (optional) <input type="checkbox"/> Complete Second Lang 101 (if needed)
COMM 208 Public Speaking	4	
Requirements and GPA		<input type="checkbox"/> Aim for 16 earned credits (While 12 is fulltime, 16 credits are preferred to stay on track to graduate in 4 years) <input type="checkbox"/> Minimum 2.0 GPA
# CREDITS EARNED	15-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 2</b>	<b>CR</b>	<b>SEMESTER 2 CHECKPOINTS ✓</b>
FYW 100 or FYS 100	4	<input type="checkbox"/> Complete FYS and FYW, for FYW, grade C or better
Gen Ed Distribution course from <b>one</b> of these GE categories: Arts (A); Literature (L); Math (M); History (H), or Natural Science (NS)	4	<input type="checkbox"/> Gen Ed Math completed
COMM 240 Mass Media and Society	4	<input type="checkbox"/> Satisfies Gen Ed. Social and Behavioral Science (SB)
Gen Ed--Second Lang 102 (if needed), other Gen Ed course, or required course for the major/minor	3-4	<input type="checkbox"/> Complete Second Language 102*, grade C or better (if needed)
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 32 earned credits <input type="checkbox"/> Minimum 2.0 GPA
# CREDITS EARNED	15-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb.

<b>SEMESTER 3</b>	<b>CR</b>	<b>SEMESTER 3 CHECKPOINTS ✓</b>
Gen Ed Distribution course from <b>one</b> of these GE categories: Arts (A); Literature (L); Math (M); History (H), or Natural Science (NS)	4	<input type="checkbox"/> Gen Ed Natural Science completed
Gen Ed Distribution if needed, elective, or course in another major/minor	3-4	
COMM 251 Research Methods in Communication*	4	<input type="checkbox"/> Prereq. 24 completed credits
COMM 334 Advertising*	4	<input type="checkbox"/> Prereq. COMM 240
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 48 earned credits, <input type="checkbox"/> Minimum of 2.0 GPA overall and in major
# CREDITS EARNED	15-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester and discuss possible minor in Sept.

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<b>SEMESTER 4</b>	<b>CR</b>	<b>SEMESTER 4 CHECKPOINTS ✓</b>
Gen Ed Distribution if needed, elective, or course in another major/minor	4	
Choose 1 Connections course (Gen Ed-C)	4	<input type="checkbox"/> Prereqs are 45 completed credits and FYW and FYS.
COMM 301 Public Relations*	4	<input type="checkbox"/> Prereqs are 45 completed credits and COMM 251
Elective, or course toward another minor/major	3-4	
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 64 earned credits <input type="checkbox"/> Minimum of 2.0 GPA overall and in major
# CREDITS EARNED	15-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb.

<b>SEMESTER 5</b>	<b>CR</b>	<b>SEMESTER 5 CHECKPOINTS ✓</b>
Choose 1 Advanced Quantitative/Scientific Reasoning (Gen Ed-AQSR)*	4	<input type="checkbox"/> Prereqs are Gen Ed-NS and/or Gen Ed-M
Elective, or course toward another minor/major	3-4	<input type="checkbox"/>
Choose ONE: A. <i>Public Relations</i> : COMM 201 Writing for News * OR B. <i>Advertising</i> : COMM 335 Advertising Research* (F)	4	<input type="checkbox"/> Prereq. for COMM 201 is FYW 100 or College Writing Requirement <input type="checkbox"/> Prereq. for COMM 335 is COMM 334
ONE course from COMM 242 Message, Media, and Meaning; COMM 347 Mass Media Law*; COMM 351 Persuasion*; COMM 454 Organizational Communication*; MGT 201 Foundations of Management*; MKT 201 Introduction to Marketing*; or MKT 334 Consumer Behavior*	3-4	<input type="checkbox"/> Prereqs. vary—see catalog
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 80 earned credits <input type="checkbox"/> Minimum of 2.0 GPA overall and in major
# CREDITS EARNED	14-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 6</b>	<b>CR</b>	<b>SEMESTER 6 CHECKPOINTS ✓</b>
Elective, or course toward another minor/major	3-4	<input type="checkbox"/>
COMM 357 Public Opinion and Propaganda* (Sp)	4	<input type="checkbox"/> Prereq. COMM 240
Choose ONE: A. <i>Public Relations</i> : COMM 312 Advanced News and Public Relations Writing* OR B. <i>Advertising</i> : COMM 337 Advertising Strategy* (Sp)	4	<input type="checkbox"/> Prereqs. for COMM 312 are COMM 201 (or 302) and 301 <input type="checkbox"/> Prereq. for COMM 337 is COMM 334
ONE course from COMM 242; COMM 454*; MGT 201*; MKT 201*; or MKT 334*	3-4	<input type="checkbox"/> If pursuing minor make sure you have registered for this with the relevant department prior to audit
Requirements and GPA		<input type="checkbox"/> All ten GE courses and second lang. req. completed <input type="checkbox"/> Aim for minimum of 96 earned credits <input type="checkbox"/> Minimum of 2.0 GPA overall and in major <input type="checkbox"/> Apply for degree audit online through MyRIC
# CREDITS EARNED	14-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Feb.

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<b>SEMESTER 7</b>	<b>CR</b>	<b>SEMESTER 7 CHECKPOINTS ✓</b>
COMM 479 Communication Internship*	4	<input type="checkbox"/> Prereqs 75 completed credits, at least six (6) courses in the Communication area, a minimum GPA of 2.50 in COMM courses with no grade lower than a "C." Find more information at <a href="http://www.ric.edu/communication/Pages/internships.aspx">http://www.ric.edu/communication/Pages/internships.aspx</a> .
Choose ONE: A. <i>Public Relations</i> : 311 Advanced Public Relations* (F) OR B. <i>Advertising</i> : COMM 339 Advertising Creativity* (F)	4	<input type="checkbox"/> Prereqs. for COMM 311 are COMM 201 (or 302) and 301 <input type="checkbox"/> Prereq. for COMM 339 is COMM 337
ONE course from COMM 242; COMM 454*; MGT 201*; MKT 201*; or MKT 334*	3-4	<input type="checkbox"/> Prereqs. vary—see catalog <input type="checkbox"/> THREE courses from this group completed
Elective, or course toward another minor/major if needed	3-4	<input type="checkbox"/> Need minimum of 12 credit hours for full-time status.
Requirements and GPA		<input type="checkbox"/> Aim for minimum of 108 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	14-16	<input type="checkbox"/> Make appointment with advisor to discuss your schedule for next semester in Sept.

<b>SEMESTER 8</b>	<b>CR</b>	<b>SEMESTER 8 CHECKPOINTS ✓</b>
Choose ONE: A. <i>Public Relations</i> : 377 Public Relations Laboratory (Sp)* OR B. <i>Advertising</i> : COMM 376 Advertising Laboratory (Sp)*	4	<input type="checkbox"/> Prereqs. for COMM 377 are COMM 201 (or 302) and 311, each with a minimum grade of C <input type="checkbox"/> Prereq. for COMM 376 is COMM 337 with minimum grade of C
Consider another internship, elective, or course toward another minor/major	3-4	<input type="checkbox"/> COMM 479 may be repeated for credit
Elective, or course toward another minor/major	3-4	
Elective, or course toward another minor/major	3-4	
Requirements and GPA		<input type="checkbox"/> Need minimum of 120 earned credits <input type="checkbox"/> Minimum of 2.0 GPA <input type="checkbox"/> Minimum GPA of 2.0 in major
# CREDITS EARNED	13-16	Attend Gradfest and Commencement

For more information, check the Communication Department website:

<http://www.ric.edu/communication/Pages/default.aspx>

**NOTE: The minimum total credit count for the Communication major (concentration in Public Relations/Advertising) is 53 credits (depending on choices), although 4 of those may be offset against one Gen Ed. course (SB), which leaves 36 more credits of Gen Ed. and possibly 8 more depending on secondary language needs. The minimum credit count will be 89 credits (without secondary language), which would leave 31 elective credits, some of which could be used for a minor.**