

EXAMPLE FOUR-YEAR PLAN

COMMUNICATION | 120 CREDITS

Concentration: Public Relations

MAJOR		CORE		MINOR		ELECTIVES	
FRESHMAN YEAR							
FALL Courses				SPRING Courses			
SYM 110 Leadership for Social Justice	3	Math	4	Oral Communications	3	ENG 120 College Research Writing	3
World Languages	3	Behavioral Science	3	ENG 110 Introduction to College Writing	3	Fine Arts	3
BUS 109 Data & Digital Literacy	3	COM 255 Introduction to Media Studies	3	TOTAL	15 credits	TOTAL	16 credits
SOPHOMORE YEAR							
FALL Courses				SPRING Courses			
History	3	History/Behavioral Science	3	SEA 101 Search for Meaning	4	Philosophy	3
Science	3	Literature	3	COM 220 Communication Theory	3	COM 340 Digital Marketing	4
COM 343 Persuasive Communication	3	Major Elective	3	TOTAL	16 credits	TOTAL	16 credits
JUNIOR YEAR							
FALL Courses				SPRING Courses			
Theology	3	Literature/Fine Arts	4	ENG 419 Tech Communication	4	COM 491 Strategic PR Management	3
COM 301 Introduction to Public Relations	3	Major Elective	3	Minor	3	Minor	3
Minor	3	Minor	3	TOTAL	16 credits	TOTAL	16 credits
SENIOR YEAR							
FALL Courses				SPRING Courses			
COM 355 Crisis Communication	3	COM 410 Research Methods	3	COM 498 Internship	4	COM 494 Capstone	2
Minor	3	Minor	3	Elective Course	3	Elective Course	4
TOTAL	13 credits	TOTAL	12 credits				

UPDATED OCTOBER 2023

This example four-year plan is intended to outline the number and types of courses a student might take in order to fulfill the degree, major, core and elective requirements to graduate. Students meet with their academic advisor each semester to review progress toward fulfilling their degree requirements.



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COMMUNICATION

SCHOOL OF ARTS & SCIENCES



Concentration: Public Relations

Communication majors have the skills for today's rapidly changing workplace and are equipped for careers in any industry. Our graduates work in business, nonprofit organizations, health care and in governmental agencies. They become digital marketing coordinators, special event planners, patient advocates, community liaisons and more. Expand your opportunities. Discover what a communication major can do for you.

The public relations concentration prepares students with fundamental skills, knowledge and experience needed for an understanding of public relations and its role in society. The public relations professional is a strategic thinker who evaluates current trends and develops plans of action that benefit the organization by helping it relate positively with the public.

What our graduates are saying

"Communication is a fundamental skill needed to succeed on a professional and personal level. Now as an instructor, I bring into my own classroom the experiences that I had at Mount Mary, and share the importance of effective communication, the need to appreciate diversity, and respect for others. My experience at Mount Mary enhanced my knowledge but more importantly helped me grow as a person."

– **Fabiola Estrada '16**
Instructor, MATC

"After graduation, I obtained a Marketing Specialist position and after a year became an Internal Communications Specialist. The communication major at Mount Mary provided me with a diverse education in the communication field, and I recommend it to students who are looking for a major that will help them succeed in a variety of careers."

– **Andrea Carskadon '16**
*Internal Communications Specialist,
Potawatomi Hotel & Casino*

Careers in communication

- Corporate communications specialist
- Public relations professional
- Community coordinator & advocate
- Social media specialist
- Human resources
- Special events planner
- Advertising and sales
- Political campaign coordinator
- Marketing specialist
- Speech copywriter or editor
- Media relations specialist
- Training and development specialist
- Non-profit administration
- Wellness coordinator
- Internal communication specialist
- Digital marketing specialist

INTERNSHIP OPPORTUNITIES

Enhance your skills. Communication students at Mount Mary have completed internships at these organizations:

- AIDS Resource Center of Wisconsin
- Black Arts MKE
- Children's Hospital
- City of West Allis
- Easter Seals
- Harley-Davidson Motor Company
- Johnson Controls
- Kohl's
- Marcus Corporation
- Milwaukee County Zoo
- Multiple Sclerosis Society
- Northwestern Mutual
- Steele Pointe Homes
- Summerfest
- V100 Radio
- WISN-TV 12

