

PUBLIC RELATIONS AND STRATEGIC COMMUNICATION, B.A.

As of September 1, 2023, this degree is in teach-out phase; it is not open to new or readmit students.

Mission

The mission of the Bachelor of Arts in Public Relations and Strategic Communication (<https://www.biola.edu/degrees/u/public-relations-and-strategic-communication-ba/>) is to develop leaders who are trained to leverage influence and power in organizations in order to pursue human flourishing and cultural transformation. We pursue this goal through a biblically-centered public relations education focused on cultivating leaders equipped with ethical courage, strategic creativity and digital media expertise that facilitates managing communication between organizations and the public in order to build mutually beneficial relationships.

Degree Program

Upon completion of the University baccalaureate and major requirements in the Department of Public Relations and Strategic Communication, students earn a Bachelor of Arts degree in Public Relations and Strategic Communication. This major requires the completion of a minimum of 41 credits beyond the Core Curriculum requirements, 24 of which must be upper-division.

The Department offers six areas of concentration:

- Advertising
- Agency and Corporate PR
- Digital Management and Social Media
- Entertainment and Events PR
- Media Relations
- Nonprofit and Ministry PR

Pre-Professional Study Opportunities

In addition to the numerous media opportunities available as part of the Department of Public Relations and Strategic Communication, public relations students have the opportunity to immerse themselves in activities uniquely designed to enhance their expertise.

Public Relations Society of America (PRSSA)

The Public Relations Student Society of America (PRSSA) is a nationally recognized association. Biola's chapter of PRSSA is designed to enhance pre-professional skills and prepare students in the field of business, communications and public relations for their future careers. Biola PRSSA provides networking opportunities, workshops and events that encompass this goal as well as keeping community within our own chapter and chapters around the nation. With strong connections to the professional chapters of PRSA within Los Angeles and Orange County, our students regularly attend networking events and workshops designed to enhance PR expertise and the personal brands of our students.

6th Street Public Relations

Biola's student-run PR firm, 6th Street PR, is nationally affiliated through the Public Relations Student Society of America. With about 40 schools

having student-run firms that have achieved this status, Biola's students have the opportunity to work with real-world clients on strategic public relations initiatives. Building portfolio pieces and leadership experience, 6th Street PR provides experiential learning right on campus for students who want to dive deeper into the world of PR.

Learning Outcomes

Program Learning Outcomes

Upon completion of the Bachelor of Arts in Public Relations, students will be able to:

1. Identify and discuss elements of leadership with the aptitude expected of entry level professionals in the public relations industry (ULO 1).
2. Design a definition of public relations that is reflective of their worldview and ethical framework (ULO 2).
3. Create public relations initiatives based on industry best-practices and principles (ULO 3).
4. Develop a personal brand expected of entry level professionals (ULO 3).

Each Program Learning Outcome (PLO) listed above references at least one of the University Learning Outcomes (ULO 1, 2, 3), which may be found in the General Information (<http://catalog.biola.edu/general-information/>) section of this catalog.

Requirements

Senior Portfolio Review and Certificate

All students in the Department of Public Relations and Strategic Communication are expected to complete a portfolio review as well as the Certificate in Principles of Public Relations examination prior to graduation.

The portfolio consists of the student's best work, completed through internships during the time they have been enrolled in the major. The review will be completed by a committee of full-time faculty (with input from a professional outside of the institution) as well as by the instructor for the Senior Portfolio and Certificate course during the selected semester.

The student's portfolio will be rated for competency or non-competency. Competent work can also be rated as exemplary. Students whose portfolio does not earn at least a competency rating must re-submit their portfolio to the Review Committee or retake the Senior Portfolio and Certificate course (if the grade requires such).

Also as part of the graduation requirements as well as the Senior Portfolio and Certificate course, students will prepare and complete the Certificate in Principles of Public Relations examination.

Public Relations Symposium

Students in the Department of Public Relations and Strategic Communication are required to attend the PR Symposium each semester. During this event, students will complete their academic advising, as well as participate in valuable conversations to their curricular and co-curricular experience within the program.

When a student is unable to attend the PR Symposium, they must complete a formal proposal for the absence, to the department, at least one month prior to the event. The student is responsible to obtain the

required form from the department. It is also the responsibility of the student to complete and submit the form by the deadline.

Students who have an accepted proposal for absence are required to individually make up the missing information through additional meetings with one of more faculty, as well as other resource partners who share at particular symposiums. A written report is required from students, two weeks before class registration, in order to complete their requirement for missing the symposium.

Internship

Internship, comprising a total of 3 credits, is required for graduation in the Public Relations and Strategic Communication major. Students will complete the 1-credit course, PREL 344 PR Internship and Applied Experience, as well as the 2-credit course, PREL 444 Advanced Internship & Career Preparation. Students may take PREL 344 multiple times to complete more internships for credit. Students, guided by their academic advisor, are encouraged to pursue other (non-credit) internships to gain as much hands-on experience as possible before their senior year. Students must take the internship courses as ordered by prerequisites, but internships (for credit or for non-credit) may be completed any semester or during the summer under supervision of department faculty, guided by stipulations of the internship packet.

No more than 6 credits of Internship may be applied toward major requirements. Total directed research and special topic workshop credits may not exceed 9 credits.

General Requirements

All Public Relations majors must achieve a minimum grade of "C" in all major courses taken at Biola. Anyone receiving a lower grade must repeat the course and earn a "C" or better. The total number of credits for major area credit from practicum, internship and directed research may not exceed 9 credits. All Public Relations majors are required to take a Biblical Studies Integration Seminar (BBST 465). Contact the department for advising on the specific BBST 465 section required.

Curriculum Requirements

Code	Title	Credits
Program-Specific Core Curriculum Courses		
MATH 190	Business Statistics	
Program Courses		
PREL 104	Media Ecology and Christian Perspective in Public Relations ¹	2
or PREL 105	Public Relations: History & Foundations	
PREL 107	Multimedia Channels	1
PREL 230	Writing for Public Relations	3
or PREL 231	Strategic Writing for Public Relations	
PREL 249	Media Design Essentials	3
or PREL 250	Digital Design Essentials	
PREL 307	Soc Media, SEO, and Digital Strategy	3
PREL 320	PR Ethics	3
PREL 350	Crisis Communication & Reputation Management ^{1,2}	3
or PREL 355	Media Relations	
or PREL 420	Advanced Digital Management	

PREL 388	Public Relations Management, Philosophy and Ethics	3
or PREL 389	Campaign Management & Public Relations Philosophy	
PREL 410	PR Principles, Law, & Global Influence	3
PREL 458	Public Relations Research	3
or PREL 456	Public Relations Research Standards & Practices	

Program Course Requirements: 27 credits	
Select a Concentration detailed below	14
Core Curriculum Requirements ³	74
General Electives	5
Total Credits	120

¹ PREL 104 and PREL 350 are required of the Digital Management and Social Media concentration only. PREL 105 should be taken by students in the Agency and Corporate PR, Entertainment and Events PR, Media Relations, and Nonprofit and Ministry PR concentrations.

² PREL 420 is required for the Advertising concentration. All other concentrations must take either PREL 350 or PREL 355.

³ See Core Curriculum Program (<http://catalog.biola.edu/general-information/undergraduate-core-curriculum-program/>) section for details.

Concentrations

The department offers six areas of concentration: Advertising, Agency and Corporate PR, Digital Management and Social Media, Entertainment and Events PR, Media Relations, and Nonprofit and Ministry PR.

Advertising

Code	Title	Credits
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 392	Principles of Advertising	3
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
Total Credits		14

Agency and Corporate PR

Code	Title	Credits
Concentration Courses		
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3

PREL 490	Portfolio and Certificate	1
Select one of the following:		3
BUSN 230	Introduction to Marketing	
BUSN 240	Principles of Management	
COMM 385	Persuasive Communication	
COMM 387	Organizational Communication	
JOUR 120	Writing Across Media	
JOUR 135	Foundational Media Skills: Videography	
PREL 270	Public Relations Seminar ¹	
PREL 350	Crisis Communication & Reputation Management	
PREL 360	Paid Digital Media	
PREL 392	Principles of Advertising	
PREL 420	Advanced Digital Management	
PREL 470	Advanced Public Relations Seminar ¹	
Total Credits		14

¹ PREL 105 is a prerequisite for this course, which students should choose as the option between PREL 104 or PREL 105 from the program courses listed above.

Digital Management and Social Media

Code	Title	Credits
Concentration Courses		
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 420	Advanced Digital Management	3
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
Total Credits		14

Entertainment and Events PR

Code	Title	Credits
Concentration Courses		
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
Select one of the following:		3
BUSN 230	Introduction to Marketing	
CNMA 204	Entertainment Business	
CNMA 405	Understanding Representation	

JOUR 120	Writing Across Media	
JOUR 125	Foundational Media Skills: Photography	
JOUR 135	Foundational Media Skills: Videography	
JOUR 236	Introduction to Broadcast Journalism ¹	
JOUR 306	Digital Technology and Social Strategies for Media ¹	
PREL 270	Public Relations Seminar ²	
PREL 350	Crisis Communication & Reputation Management	
PREL 360	Paid Digital Media	
PREL 392	Principles of Advertising	
PREL 420	Advanced Digital Management	
PREL 470	Advanced Public Relations Seminar ²	
Total Credits		14

¹ This course requires additional Journalism (JOUR) prerequisite courses. See Department for advising.

² PREL 105 is a prerequisite for this course, which students should choose as the option between PREL 104 or PREL 105 from the program courses listed above.

Media Relations

Code	Title	Credits
Concentration Courses		
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
Select one of the following:		3
COMM 385	Persuasive Communication	
JOUR 120	Writing Across Media	
JOUR 125	Foundational Media Skills: Photography	
JOUR 135	Foundational Media Skills: Videography	
JOUR 232	Multimedia Reporting ¹	
JOUR 236	Introduction to Broadcast Journalism ¹	
JOUR 247	Photo Communication ¹	
JOUR 301	Sports Media	
JOUR 306	Digital Technology and Social Strategies for Media ¹	
JOUR 332	Editing and Digital Media Management ¹	
JOUR 334	Producing and Writing for Broadcast News ¹	

JOUR 335	Magazine and Free-Lance Writing
JOUR 348	Publication, Web and Media Design ¹
JOUR 350	Cross-Cultural Storytelling Project ¹
JOUR 351	Broadcast Anchoring and Announcing ¹
JOUR 442	Visual Meaning ¹
JOUR 486	Media Narrative Project ¹
PREL 270	Public Relations Seminar ²
PREL 350	Crisis Communication & Reputation Management
PREL 360	Paid Digital Media
PREL 392	Principles of Advertising
PREL 420	Advanced Digital Management
PREL 470	Advanced Public Relations Seminar ²
Total Credits	14

¹ This course requires additional Journalism (JOUR) prerequisite courses. See Department for advising.

² PREL 105 is a prerequisite for this course, which students should choose as the option between PREL 104 or PREL 105 from the program courses listed above.

Nonprofit and Ministry PR

Code	Title	Credits
Concentration Courses		
PREL 111	Introduction to Public Relations	3
PREL 267	Public Relations Career Readiness	1
PREL 344	Public Relations Internship & Applied Experience	1
PREL 444	Advanced Internship and Career Preparation in Public Relations	2
PREL 460	Public Relations Leadership and Advanced Campaign Analysis	3
PREL 490	Portfolio and Certificate	1
Select one of the following:		3
BUSN 230	Introduction to Marketing	
BUSN 240	Principles of Management	
COMM 170	Small Group Communication	
COMM 385	Persuasive Communication	
COMM 387	Organizational Communication	
INCS 345	Introduction to Development	
JOUR 120	Writing Across Media	
JOUR 125	Foundational Media Skills: Photography	
JOUR 135	Foundational Media Skills: Videography	
JOUR 236	Introduction to Broadcast Journalism ¹	
JOUR 306	Digital Technology and Social Strategies for Media ¹	
JOUR 348	Publication, Web and Media Design ¹	
JOUR 350	Cross-Cultural Storytelling Project ¹	

JOUR 486	Media Narrative Project ¹
PREL 270	Public Relations Seminar ²
PREL 350	Crisis Communication & Reputation Management
PREL 360	Paid Digital Media
PREL 392	Principles of Advertising
PREL 420	Advanced Digital Management
PREL 470	Advanced Public Relations Seminar ²
Total Credits	14

¹ This course requires additional Journalism (JOUR) prerequisite courses. See Department for advising.

² PREL 105 is a prerequisite for this course, which students should choose as the option between PREL 104 or PREL 105 from the program courses listed above.

Course Sequence

NOTE: The course sequence table is designed by the major department and is one way that the classes will work out properly in sequence for your major. However, there are alternative or 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.

Taking coursework during the summer session may also be an option to accelerate your degree path.

See Core Curriculum Program section (<http://catalog.biola.edu/general-information/undergraduate-core-curriculum-program/>) for a list of approved Core Curriculum courses.

- Advertising (p. 4)
- Agency & Corporate (p. 5)
- Digital Management & Social Media (p. 5)
- Entertainment & Events (p. 6)
- Media Relations (p. 6)
- Nonprofit & Ministry (p. 7)

Public Relations and Strategic Communication, B.A. Advertising (PRAD)

First Year		
Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 105	2 BBST 209 or 210	3
PREL 111	3 PREL 107	1
ENGL 100 or 112	3 PREL 249 or 250	3
History (see Core Curriculum)	3 PREL 267	1
KNES 107	1 Foreign Language (see Core Curriculum)	4
GNST 102	1	
	16	15

Total Credits 31

Second Year

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 PREL 307	3
Fine Arts (see Core Curriculum)	3 MATH 190 (required)	3

Foreign Language (see Core Curriculum)	4 Communication (see Core Curriculum)	3
Science (see Core Curriculum)	3 History (see Core Curriculum)	3
16		15

Total Credits 31**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 320	3 PREL 344	1
Behavioral Science (see Core Curriculum)	3 PREL 388 or 389	3
PREL 410	3 PREL 392	3
Philosophy (see Core Curriculum)	3 ENGL 313	3
Writing Competency Requirement	KNES Activity (see Core Curriculum)	1
Graduation Petition due in Registrar's Office		
15		14

Total Credits 29**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
BBST 465	3 PREL 444	2
PREL 420	3 PREL 456 or 458	3
PREL 460	3 PREL 490	1
General Elective	5 Literature (see Core Curriculum)	3
17		12

Total Credits 29**Public Relations and Strategic Communication, B.A. Agency & Corporate (PRAC)****First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 105	2 BBST 209 or 210	3
PREL 111	3 PREL 107	1
ENGL 100 or 112	3 PREL 249 or 250	3
History (see Core Curriculum)	3 PREL 267	1
KNES 107	1 Foreign Language (see Core Curriculum)	4
GNST 102	1	
16		15

Total Credits 31**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective ¹	3
Foreign Language (see Core Curriculum)	4 MATH 190 (required)	3
Science (see Core Curriculum)	3 Communication (see Core Curriculum)	3
History (see Core Curriculum)		3
13		15

Total Credits 28**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 307	3 PREL 344	1

PREL 320	3 PREL 388 or 389	3
PREL 350 or 355	3 PREL 410	3
Behavioral Science (see Core Curriculum)	3 ENGL 313	3
KNES Activity	1 General Elective	2
Writing Competency Requirement	Graduation Petition due in Registrar's Office	
16		15

Total Credits 31**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
BBST 465	3 PREL 444	2
PREL 460	3 PREL 456 or 458	3
Fine Arts (see Core Curriculum)	3 PREL 490	1
General Elective	3 Literature (see Core Curriculum)	3
Philosophy (see Core Curriculum)		3
15		15

Total Credits 30

¹ See list in catalog. Electives should be approved by your advisor. All Public Relations and Strategic Communication majors must achieve a minimum grade of "C" in all major courses taken at Biola.

Public Relations and Strategic Communication, B.A. Digital Management & Social Media (PRDM)**First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 111	3 BBST 209 or 210	3
ENGL 100 or 112	3 PREL 104	2
KNES 107	1 PREL 107	1
GNST 102	1 PREL 249 or 250	3
History (see Core Curriculum)	3 Foreign Language (see Core Curriculum)	4
14		16

Total Credits 30**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 MATH 190 (required)	3
PREL 267	1 PREL 307	3
Foreign Language (see Core Curriculum)	4 History (see Core Curriculum)	3
Science (see Core Curriculum)	3 Communication (see Core Curriculum)	3
14		15

Total Credits 29**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 320	3 PREL 344	1
PREL 350 or 355	3 PREL 388 or 389	3
PREL 420	3 ENGL 313	3
Behavioral Science (see Core Curriculum)	3 Fine Arts (see Core Curriculum)	3
KNES Activity	1 General Elective	2

Writing Competency Requirement	Graduation Petition due in Registrar's Office	
		15
16		15

Total Credits 31**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
BBST 465	3 PREL 444	2
PREL 410	3 PREL 456 or 458	3
PREL 460	3 PREL 490	1
General Elective	3 Literature (see Core Curriculum)	3
	Philosophy (see Core Curriculum)	3
15		15

Total Credits 30**Public Relations and Strategic Communication, B.A. Entertainment & Events (PREE)****First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 105	2 BBST 209 or 210	3
PREL 111	3 PREL 107	1
ENGL 100 or 112	3 PREL 249 or 250	3
KNES 107	1 PREL 267	1
GNST 102	1 Foreign Language (see Core Curriculum)	4
13		15

Total Credits 28**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective ¹	3
Foreign Language (see Core Curriculum)	4 MATH 190 (required)	3
Science (see Core Curriculum)	3 Communication (see Core Curriculum)	3
General Elective	2 History (see Core Curriculum)	3
15		15

Total Credits 30**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 307	3 PREL 344	1
PREL 320	3 PREL 388 or 389	3
PREL 350 or 355	3 ENGL 313	3
Behavioral Science (see Core Curriculum)	3 Fine Arts (see Core Curriculum)	3
KNES Activity	1 History (see Core Curriculum)	3
Writing Competency Requirement	Graduation Petition due in Registrar's Office	
16		16

Total Credits 32**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
PREL 410	3 BBST 465	3
PREL 460	3 PREL 444	2
Literature (see Core Curriculum)	3 PREL 456 or 458	3
General Elective	3 PREL 490	1

Philosophy (see Core Curriculum)	3
15	15

Total Credits 30

¹ See list in catalog. Electives should be approved by your advisor. All Public Relations and Strategic Communication majors must achieve a minimum grade of "C" in all major courses taken at Biola.

Public Relations and Strategic Communication, B.A. Media Relations (PRMR)**First Year**

Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 105	2 BBST 209 or 210	3
PREL 111	3 PREL 107	1
ENGL 100 or 112	3 PREL 249 or 250	3
KNES 107	1 PREL 267	1
GNST 102	1 Foreign Language (see Core Curriculum)	4
History (see Core Curriculum)	3	
16		15

Total Credits 31**Second Year**

Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective ¹	3
Foreign Language (see Core Curriculum)	4 MATH 190 (required)	3
Science (see Core Curriculum)	3 Communication (see Core Curriculum)	3
General Elective	2 History (see Core Curriculum)	3
15		15

Total Credits 30**Third Year**

Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 307	3 PREL 344	1
PREL 320	3 PREL 388 or 389	3
PREL 350 or 355	3 ENGL 313	3
Behavioral Science (see Core Curriculum)	3 Fine Arts (see Core Curriculum)	3
KNES Activity	1 Graduation Petition due in Registrar's Office	
Writing Competency Requirement		
16		13

Total Credits 29**Fourth Year**

Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
PREL 410	3 BBST 465	3
PREL 460	3 PREL 444	2
Literature (see Core Curriculum)	3 PREL 456 or 458	3
General Elective	3 PREL 490	1
	Philosophy (see Core Curriculum)	3
15		15

Total Credits 30

¹ See list in catalog. Electives should be approved by your advisor.

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Public Relations and Strategic Communication, B.A. Nonprofit & Ministry (PRNM)

First Year		
Fall	Credits Spring	Credits
BBST 103 or 165	3 BBST 103 or 165	3
PREL 105	2 BBST 209 or 210	3
PREL 111	3 PREL 107	1
ENGL 100 or 112	3 PREL 249 or 250	3
KNES 107	1 PREL 267	1
GNST 102	1 Foreign Language (see Core Curriculum)	4
General Elective	2	
	15	15

Total Credits 30

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective ¹	3
Foreign Language (see Core Curriculum)	4 MATH 190 (required)	3
Science (see Core Curriculum)	3 Communication (see Core Curriculum)	3
	History (see Core Curriculum)	3
	13	15

Total Credits 28

Third Year		
Fall	Credits Spring	Credits
BBST 300/400 Bible Elective	3 BBST 354	3
PREL 307	3 PREL 344	1
PREL 320	3 PREL 388 or 389	3
PREL 350 or 355	3 ENGL 313	3
Behavioral Science (see Core Curriculum)	3 Fine Arts (see Core Curriculum)	3
KNES Activity	1 General Elective	3
Writing Competency Requirement	Graduation Petition due in Registrar's Office	
	16	16

Total Credits 32

Fourth Year		
Fall	Credits Spring	Credits
BBST 365	3 BBST 306, 316, 326, or 336	3
BBST 465	3 PREL 444	2
PREL 410	3 PREL 456 or 458	3
PREL 460	3 PREL 490	1
History (see Core Curriculum)	3 Literature (see Core Curriculum)	3
	Philosophy (see Core Curriculum)	3
	15	15

Total Credits 30

¹ See list in catalog. Electives should be approved by your advisor. All Public Relations and Strategic Communication majors must achieve a minimum grade of "C" in all major courses taken at Biola.

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- Advertising (p. 7)
- Agency & Corporate (p. 8)
- Digital Management & Social Media (p. 8)
- Entertainment & Events (p. 8)
- Media Relations (p. 9)
- Nonprofit & Ministry (p. 9)

Public Relations and Strategic Communication, B.A. Advertising (PRAD)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 105	2 PREL 107	1
PREL 110 (or General Elective) ¹	3 PREL 249 or 250	3
PREL 111	3 Foreign Language (see Core Curriculum)	4
GNST 102	1	
	17	16

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231 ¹	3 PREL 307	3
PREL 267	1 MATH 190	3
Foreign Language (see Core Curriculum)	4 Science (see Core Curriculum)	3
	16	17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
KNES 107	1 PREL 344	1
PREL 320	3 PREL 388 or 389	3
KNES Activity (see Core Curriculum)	1 PREL 392	3
ENGL 313	3	
	14	13

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
PREL 420	3 PREL 410	3
PREL 444	2 PREL 456 or 458	3

PREL 460	3 PREL 490	1
		15
Total Credits		13

¹ If PREL 231 is chosen, it has a prerequisite of PREL 110. PREL 110 should be taken in place of a General Elective course.

Public Relations and Strategic Communication, B.A. Agency & Corporate (PRAC)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 105	2 PREL 107	1
PREL 111	3 PREL 249 or 250	3
GNST 102	1 Foreign Language (see Core Curriculum)	4
		14
Total Credits		16

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231	3 MATH 190	3
PREL 267	1 Science (see Core Curriculum)	3
Foreign Language (see Core Curriculum)	4 Concentration Elective	3
		16
Total Credits		17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
PREL 320	3 KNES 107	1
PREL 344	1 PREL 307	3
PREL 350 or 355	3 PREL 388 or 389	3
		ENGL 313
		3
		13
Total Credits		16

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
PREL 444	2 PREL 410	3
PREL 460	3 PREL 456 or 458	3
KNES Activity (see Core Curriculum)	1 PREL 490	1
		General Elective
		2
		13
Total Credits		15

Total Credits 120

Public Relations and Strategic Communication, B.A. Digital Management & Social Media (PRDM)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 107	1 PREL 104	2
PREL 111	3 PREL 249 or 250	3
GNST 102	1 Foreign Language (see Core Curriculum)	4
		14
Total Credits		17

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231	3 MATH 190	3
PREL 267	1 Science (see Core Curriculum)	3
Foreign Language (see Core Curriculum)	4 PREL 307	3
		16
Total Credits		17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
PREL 320	3 PREL 388 or 389	3
PREL 344	1 PREL 456 or 458	3
PREL 350 or 355	3 ENGL 313	3
		13
Total Credits		15

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
PREL 420	3 PREL 410	3
PREL 460	3 PREL 444	2
KNES Activity (see Core Curriculum)	1 PREL 490	1
		General Elective
		2
		14
Total Credits		14

Total Credits 120

Public Relations and Strategic Communication, B.A. Entertainment & Events (PREE)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 105	2 PREL 107	1
PREL 111	3 PREL 249 or 250	3
GNST 102	1 Foreign Language (see Core Curriculum)	4
		14
Total Credits		16

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231	3 MATH 190	3
PREL 267	1 Science (see Core Curriculum)	3
Foreign Language (see Core Curriculum)	4 Concentration Elective	3
		16
Total Credits		17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
PREL 344	1 PREL 307	3
PREL 320	3 PREL 388 or 389	3
PREL 350 or 355	3 ENGL 313	3
		KNES 107
		1
		13
Total Credits		16

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2

PREL 444	2 PREL 410	3
PREL 460	3 PREL 456 or 458	3
General Elective	2 PREL 490	1
	KNES Activity (see Core Curriculum)	1
	14	14

Total Credits 120

Public Relations and Strategic Communication, B.A. Media Relations (PRMR)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 105	2 PREL 107	1
PREL 111	3 PREL 249 or 250	3
GNST 102	1 Foreign Language (see Core Curriculum)	4
	14	16

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231	3 MATH 190	3
PREL 267	1 Science (see Core Curriculum)	3
Foreign Language (see Core Curriculum)	4 Concentration Elective	3
	16	17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
KNES 107	1 PREL 307	3
PREL 320	3 PREL 344	1
PREL 350 or 355	3 PREL 388 or 389	3
	ENGL 313	3
	13	16

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
PREL 444	2 PREL 410	3
PREL 460	3 PREL 456 or 458	3
General Elective	2 PREL 490	1
	KNES Activity (see Core Curriculum)	1
	14	14

Total Credits 120

Public Relations and Strategic Communication, B.A. Nonprofit & Ministry (PRNM)

First Year		
Fall	Credits Spring	Credits
HNRS 101	4 HNRS 105	4
HNRS 102	4 HNRS 106	4
PREL 105	2 PREL 107	1
PREL 111	3 PREL 249 or 250	3
GNST 102	1 Foreign Language (see Core Curriculum)	4
	14	16

Second Year		
Fall	Credits Spring	Credits
HNRS 210	4 HNRS 230	4
HNRS 215	4 HNRS 231	4
PREL 230 or 231	3 MATH 190	3
PREL 267	1 Science (see Core Curriculum)	3
Foreign Language (see Core Curriculum)	4 Concentration Elective	3
	16	17

Third Year		
Fall	Credits Spring	Credits
HNRS 324	4 HNRS 337	4
HNRS 326	2 HNRS 339	2
PREL 320	3 PREL 307	3
PREL 344	1 PREL 388 or 389	3
PREL 350 or 355	3 ENGL 313	3
	13	15

Fourth Year		
Fall	Credits Spring	Credits
HNRS 443	4 HNRS 458	4
BBST 465	3 HNRS 467	2
PREL 444	2 PREL 410	3
PREL 460	3 PREL 456 or 458	3
KNES 107	1 PREL 490	1
General Elective	2 KNES Activity (see Core Curriculum)	1
	15	14

Total Credits 120