

# PUBLIC RELATIONS AND STRATEGIC COMMUNICATION, B.A.

## 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. 1)
- Agency & Corporate (p. 1)
- Digital Management & Social Media (p. 2)
- Entertainment & Events (p. 2)
- Media Relations (p. 2)
- Nonprofit & Ministry (p. 3)

### 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	
	<b>16</b>	<b>15</b>

**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
	<b>16</b>	<b>15</b>

**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	
	<b>15</b>	<b>14</b>

**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
	<b>17</b>	<b>12</b>

**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	
	<b>16</b>	<b>15</b>

**Total Credits 31**

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective <sup>1</sup>	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
	<b>13</b>	<b>15</b>

**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	
	<b>16</b>	<b>15</b>

**Total Credits 31**

2 Public Relations and Strategic Communication, B.A.

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
	<b>15</b>	<b>15</b>

Total Credits 30

<sup>1</sup> 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
	<b>14</b>	<b>16</b>

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
	<b>14</b>	<b>15</b>

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	
	<b>16</b>	<b>15</b>

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
<b>15</b>	<b>15</b>

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
	<b>13</b>	<b>15</b>

Total Credits 28

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective <sup>1</sup>	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
	<b>15</b>	<b>15</b>

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	
	<b>16</b>	<b>16</b>

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
	<b>15</b>	<b>15</b>

Total Credits 30

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**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	
	<b>16</b>	<b>15</b>

**Total Credits 31**

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective <sup>1</sup>	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
	<b>15</b>	<b>15</b>

**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		
	<b>16</b>	<b>13</b>

**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
	<b>15</b>	<b>15</b>

**Total Credits 30**

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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	
	<b>15</b>	<b>15</b>

**Total Credits 30**

Second Year		
Fall	Credits Spring	Credits
BBST 251	3 BBST 209 or 210	3
PREL 230 or 231	3 Concentration Elective <sup>1</sup>	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
	<b>13</b>	<b>15</b>

**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	
	<b>16</b>	<b>16</b>

**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
	<b>15</b>	<b>15</b>

**Total Credits 30**

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