

PUBLIC RELATIONS AND STRATEGIC COMMUNICATION, B.A.

Torrey Hrs Seq

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. 1)
- Entertainment & Events (p. 2)
- Media Relations (p. 2)
- Nonprofit & Ministry (p. 2)

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	13

Total Credits 121

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	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 KNES 107	1
PREL 344	1 PREL 307	3
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
KNES Activity (see Core Curriculum)	1 PREL 490	1
	General Elective	2
	13	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

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PREL 107	1	PREL 104	2
PREL 111	3	PREL 249 or 250	3
GNST 102	1	Foreign Language (see Core Curriculum)	4
KNES 107	1		
	14		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		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		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		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		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 344	1	PREL 307	3
PREL 320	3	PREL 388 or 389	3
PREL 350 or 355	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			

		KNES 107	1
	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. 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
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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
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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
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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
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15		14
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Total Credits 120		