Southwest Baptist UNIVERSITY

BACHELOR OF SCIENCE IN PUBLIC RELATIONS

FRESHMAN – FALL SEMESTER

ENG 1113	English Composition I	3
MAT 1243	Algebraic Reasoning and Modeling	3
CIS 1103	Computer and Information Management	3
BIB 1013	Old Testament History	3
BUS 1013	Introduction to Business	3
UNI 1111	University Seminar	1
Total hours	 16	

FRESHMAN – SPRING SEMESTER

ENG 2213	English Composition II	3
ART/FAR 1013	Introduction to Art	3
BIB 1023	New Testament History	3
BUS 2013	Business Communications	3
BUS 1193	Business Calculus	3
UNI 1121	Introduction to Critical Thinking	1
Total hours	 16	

SOPHOMORE – FALL SEMESTER

ACC 2013	Principles of Financial Accounting	3
COM 1103	Fundamentals of Speech Communication	3
BUS 2023	Business Statistics	3
ECO 2023	Principles of Microeconomics	3
MGT 3013	Principles of Management	3
Total hours	 15	

SOPHOMORE – SPRING SEMESTER

PSY 1013	General Psychology	3
HIS 2213/2223	U.S. History I or II	3
ACC 2043	Principles of Managerial Accounting	3
ECO 2033	Principles of Macroeconomics	3
MKT 3023	Principles of Marketing	3
Total hours	 15	

JUNIOR – FALL SEMESTER

BIO 1004	Principles of Biology	4
MGT 3033	Operations Management	3
COM	Upper-level COM course	3
POL 1113	American Government and Politics	3
COM 2233	Introduction to Public Relations	3
Total hours	 16	

JUNIOR – SPRING SEMESTER

PHS 1004	Introduction to Physical Science	4
SPF 2012	Introduction to Spiritual Formation	2
ART 2703	Introduction to Graphic Design	3
COM	Upper-level COM course	3
MKT 4253	Digital and Social Media Marketing	3
	Cultural Studies	3
Total hours	 18	

SENIOR – FALL SEMESTER

KIN 1162	Foundations of Physical Fitness/Wellness	2
CIS 3123	Survey of Data Science	3
FIN 3053	Business Finance	3
MKT 3083	Advertising	3
LDR 4043	Ethics and Professional Development	3
BUS 3073	Legal Environment of Business I	3
Total hours	 17	

SENIOR – SPRING SEMESTER

COM 3263	Public Relations and Crisis Management	3
MKT 3033	Consumer Behavior	3
MGT 4083	Strategic Management	3
	Upper-level COBACS course	3
	Elective for 128 hours	3
Total hours	 15	

THIS IS A PROPOSED GUIDELINE. Please check the catalog and see your advisor for your final degree requirements.
Southwest Baptist University reserves the right to make changes to degree plans without advanced notice or obligation.
The student is responsible for understanding and completing all general education, degree, departmental and graduation requirements.

Revised 3/21