PUBLIC RELATIONS MAJOR

Requirements

The major in Public Relations is a 33-credit course major for undergraduate students that will engage students in the study of strategic communication and prepare students for a broad range of careers. The Public Relations major consists of 11 three-credit courses. All Public Relations majors complete a set of seven required courses known as public relations foundations. Public relations majors must also complete one writing course, one ethics course, and two electives. With the aid of the communication faculty, students have the ability to focus their studies in several areas of interest and to develop a personalized trajectory that best suits their theoretical and applied interests. Public Relations majors are strongly encouraged to complete minors related to their areas of interest, to continue their foreign language beyond the intermediate level, to study abroad, enroll in service-learning courses, and to pursue internships that allow for applied learning of theoretical material.

Students are encouraged to meet with faculty advisors to design a comprehensive academic plan that takes advantage of the varied offerings in the Communication Department as well as from complimentary majors, minors and programs across the University to fulfill their public relations major.

The requirements are as follows:

Code	Title	Credits
The 11-course (33 credit) PR Major requires each of the following 7 courses (21 credits):		
Public Relations Major Required Courses		
COMM 1101	Argument and Advocacy [1]	3
COMM 1102	Introduction to Public Relations [1]	3
COMM 1130	Mass Media and Society	3
COMM 2220	Introduction to Organizational Communication	3
COMM 3324	Crisis Communication	3
COMM 2299	Communication Research Methods [4]	3
COMM 4999	Capstone: Research Projects in Communication [2]	3
Plus, PR Majors must choose at least 1 of the following Public-Relations Focused Elective courses (not COMM 4980) from any of the following (12 credits):		12
Public Relations-Focused Electives		
COMM 2201	Persuasion	
COMM 2333	Public Relations Strategy Development	
COMM 3333	Public Relations Management and Campaigns	
And/or (no more than three Elective courses – 9 credits) from the following:		
COMM 4980	Internship	
And/or:		
Media-Focused Electives		
COMM 2231	Media Institutions	
COMM 2236	Gender, Sexuality, and Media	
COMM 2238	Communication and Popular Culture	
COMM 2239	Consumer Culture	
COMM 3326	Free Speech: Philosophical Origins to Digital Debates	
COMM 3335	Globalization, Media, and Culture	
COMM 4330	Misinformation in Digital Media	
COMM 4333	News Media and Democracy	
COMM 4336	Social Media	
Non-Profit and Policy-Focused Electives		
COMM 2200	Interpersonal Communication Theories	
COMM 2240	Intercultural Communication	
COMM 2242	Alcohol, Addiction, and Culture	
COMM 2246	Family Communication	
COMM 3345	Relational Communication	
COMM 4350	Family Crisis Communication	
Strategic Communications-Focused Electives		
COMM 3322	Leadership Communication	
COMM 3325	Organizational Communication and Advertising	
COMM 3340	Conflict Communication	
Healthcare-Focused Electives		
COMM 2200	Interpersonal Communication Theories	
COMM 2240	Intercultural Communication	
COMM 2242	Alcohol, Addiction, and Culture	
COMM 3248	Health Communication	
COMM 3347	Communication in Healthcare Organizations	
COMM 3348	Health Risk Communication	
COMM 4343	Ethics and Medical Marketing Communication	
Total Credits		**33**

[1]   COMM 1101 and COMM 1102 are the foundational courses in the public relations major. Students should plan to take both courses during the same semester, preferably during their first or second year. COMM 1101 and COMM 1102 should be completed before taking the 2000, 3000, or 4000-level courses.

[2]   Students complete COMM 4999, the required capstone course, during their senior year.

[3]   A course taken as a required course can not "double count" as an elective.

[4]   Students are encouraged to enroll in Research Methods during their Sophomore year.

Notes:

- Under special circumstances, and with the approval from the Department Chair, **double majors** may "double count" up to two courses from their second major as public relations electives. Some *second major* and *minor programs* may also choose to "double count" public relations courses to satisfy the second major or minor requirements. Students should consult those second major or minor chairs for approval.

- Internships (COMM 4980) may be counted toward the major only once. Although two internships can be completed for academic credit (up to 6 credits), only 3 credits will count toward the Public Relations major.

- Independent studies do not count toward the Public Relations major.

- Special topics courses (COMM 4339 and COMM 4900) may each be taken twice for credit if the topics of the courses are different.