

PUBLIC RELATIONS MAJOR

The study of public relations is focused on understanding how various communication channels and platforms are used to effectively communicate. Public Relations at Fairfield is concerned with ethical argument and advocacy, clear writing, understanding interpersonal relationships, and thinking critically about how to shape messages and narratives aimed at specific stakeholders. The study of Public Relations focuses on clear, effective, and ethical communication that creates change and advocates for those with the least access to wider audiences.

By completing a major in Public Relations students will be able to:

1. Apply the principles of primary and secondary research to public relations situations.
2. Apply basic public relations theories and principles to practice.
3. Create effective public relations and crisis management plans across media platforms utilizing clear and effective writing.
4. Deliver clear and effective presentations.
5. Create ethically sound and socially responsible public relations plans.
6. Synthesize broader liberal arts knowledge in the service of public relations plans.
7. Identify optimal means of communication across various media platforms and channels, audience and situational contexts.
8. Critically evaluate the work of others for clarity, appropriate style, ethical soundness and sensitivity.

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
Public Relations Foundations		
COMM 1101	Argument and Advocacy ¹	3
COMM 1102	Introduction to Public Relations ¹	3
COMM 1130	Mass Media and Society	3

COMM 2201	Persuasion	3
COMM 2220	Introduction to Organizational Communication	3
COMM 3324	Crisis Communication	3
COMM 4999	Capstone: Research Projects in Communication ²	3

Writing Component

Select one of the following:		3
ENGL 1832	Business Writing	
ENGL 1870	News Writing	
ENGL 3236	Issues in Professional Writing	

Ethics Component

Select one of the following:		3
AETH 2281	Ethics of Communications	
AETH 3990	Independent Study	
PHIL 2250	Ethical Theory	
PHIL 3350	Advanced Topics in Ethics	

Elective Courses

Select two courses from the following: ³ 6

Public Relations Electives

COMM 2231	Media Institutions
COMM 2333	Public Relations Strategy Development
COMM 3333	Public Relations Management and Campaigns
COMM 4980	Internship

Media-Focused Electives

COMM 2236	Gender, Sexuality, and Media
COMM 2238	Communication and Popular Culture
COMM 2239	Consumer Culture
COMM 3233	Information Technologies: Economics, Law, and Policy
COMM 3334	Comparative Media Systems
COMM 3342	Technoculture and Information Society
COMM 4336	Social Media
CPSC 1131	Fundamentals of Programming
CPSC 2304	Web Development
ENGL 1870	News Writing
ENGL 2370	News Writing II: Digital Design
ENGL 2380	Journalism Editing and Design
ENGL 3140	World of Publishing
ENGL 3320	Writing the Feature Story
ENGL 3340	Photojournalism
ENGL 3350	Issues in News Writing
ENGL 3360	Literary Journalism
MKTG 2241	Digital Marketing

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
ENGL 1839	Grant and Proposal Writing

POLI 2103	Public Administration
POLI 2108	Political Parties and Interest Groups
POLI 2109	American Public Policy
POLI 2111	Media and Politics
Corporate Communications-Focused Electives	
COMM 3322	Leadership Communication
COMM 3325	Organizational Communication and Advertising
COMM 3340	Conflict Communication
CPSC 1131	Fundamentals of Programming
CPSC 2304	Web Development
ENGL 1832	Business Writing
ENGL 1835	Technical Writing
ENGL 3140	World of Publishing
ENGL 3201	Persuasive Writing
ENGL 3236	Issues in Professional Writing
MKTG 1101	Principles of Marketing
MKTG 2212	Consumer Behavior
MKTG 2231	Advertising
MKTG 2241	Digital Marketing
MKTG 2311	Marketing Research
MKTG 3312	Global Marketing
MKTG 3321	Marketing Channels
MKTG 3322	Business-to-Business Marketing
MKTG 3331	Media Strategy
MKTG 3332	Public Relations Strategy
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

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. Students can select electives from one focus or multiple foci.

Notes:

- No course that counts toward the Public Relations major can be applied to "double count" for the University core.
- 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.

Magis Core Curriculum

Beginning with the Class of 2023, all undergraduate students will be required to complete the Magis Core Curriculum. Please refer to the Curricula section of this undergraduate catalog for a detailed explanation of the Magis Core.