

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
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.