

PUBLIC RELATIONS MAJOR (BA TRADITIONAL)

The public relations major provides students with the concepts, skills, and expertise needed to help organizations build mutually beneficial relationships with the diverse public. The knowledge and tools students develop through the P R curriculum prepare students in fields such as corporate communication, social media, government affairs, and public relations firms. The professional internship experience, coupled with graduate and elective coursework, provide opportunities for students to practice and refine their skills.

Code	Title	Credits
Prerequisites from General Education		
COM 103	Interpersonal Communication (4)	
COM 309	Intercultural Communication (4)	
Required		
COM 212	Public Speaking	4
COM 222	Social/Mass Media Communication	4
COM 320	Media and Public Relations	4
COM 325	Social Media Relations & Analytics	4
COM 443	Persuasive Communication	4
COM 478	Organizational Communication	4
COM 515	Corporate Social Responsibility and Ethical Leadership	3
COM 590	Crisis Communication	3
COM 498	Internship	4
Electives		
Choose a minimum of 6 credits with at least 3 credits from category A		
Category A		3
ART 282	Graphic Design I (3)	
ART 383	Web Design I (3)	
BUS 350	Innovative Marketing and Social Media (4)	
ENG 420	Persuasive Writing on Contemporary Issues (4)	
MAR 301	Principles of Marketing (4)	
MAR 312	Consumer Behavior (4)	
MAR 313	Advertising and Promotions (4)	
MAR 413	Marketing Research (4)	
MAR 470	Digital Marketing (2)	
MAR 471	Global Marketing (2)	
MKM 330	Integrated Marketing Communications (4)	
POL 337	Parties, Campaigns, and Elections (4)	
Category B		3
COM 327	Topics in Communication (2)	
ENG 220	Applied Grammar (2)	
ENG 221	Journalism (4)	
SOC 357	Class and Community (4)	
SOC 358	Minority Groups (4)	
SOC 452	Social Organization (4)	
Total Credits		40