

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 110	Interpersonal Communication (3)	
Required		
COM 213	Public Speaking	3
COM 309	Intercultural Communication	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 498	Internship	3
COM 327	Topics in Communication *	4
COM 479	Crisis Communication	4
COM 441	Communication Research Methods	4
Total Credits		42