

PUBLIC RELATIONS (BS)

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.

General Education Requirements

All degree seeking undergraduate students must complete the general education (<https://catalog.csp.edu/undergraduate/academic-information/general-education-requirements/>) requirements.

Degree Requirements

Bachelor of Science (<https://catalog.csp.edu/undergraduate/academic-information/graduation-requirements/#bs>) degree consists of a major of typically 30 to 60 credits, general education courses, upper-level requirements, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Prerequisites from General Education		
COM 110	Interpersonal Communication (3)	
Required		
COM 115	Public Speaking	3
COM 240	Intercultural Communication	3
COM 215	Social/Mass Communication	3
COM 355	Media & Public Relations	3
COM 330	Social Media Relations & Analytics	3
COM 340	Persuasive Communication	3
COM 475	Organizational Communication	3
COM 498	Internship	3
COM 480	Crisis Communication	3
COM 245	Special Topics ¹	6
COM 440	Communication Research Methods	3
Total Credits		36

¹ This course will be taken twice.