

Department of Communication

School of Communication Studies

Major: Public Relations (BS, Non-comprehensive)

Minor is required

This major provides students a thorough study of the role of public relations in managing an organization's communication.

Admission Requirements	<ul style="list-style-type: none"> · Complete 59 hours · Complete general education basic skills courses · 2.5 combined GPA · 2.5 GPA in COM 115, MED 120, COM 209, JRN 270 		
Requirements:	Code:	Hours:	Course title:
Specific General Education Requirements:	COM 115	3	Fundamentals of Public Speaking
	MED 120	3	Mass Media and Society
Major Requirements:			
Departmental Core: 3 hours	COM 209	3	Survey of Communication Theory
Public Relations Core: 21 hours	COM 210	3	Communication Research Methods
	COM 309	3	Principles of Public Relations
	COM 336	3	Communication in Organizations
	COM 379	3	Writing for Public Relations
	COM 439	3	Techniques and Cases in Public Relations
	COM 449	3	Communication Programs and Issues Management
	COM 509	3	Proseminar in Public Relations
3 additional hours from:	COM 495	3	Communication Internship
	COM 550	3	Political Communication
	COM 509	3	Proseminar in Public Relations
Publishing Design & Technologies: 6 hours	JRN 378	3	Multimedia Journalism
	JRN 477	3	Publications
	MED 365	3	Introduction to Media Design/Production
	MED 390	3	Website Design and Construction
	CIS 195	3	Introduction to Print Technology
	ENG 373	3	Writing with Technology
Relational Communication: 3 hrs	COM 205	3	Interpersonal Communication Theory and Skills * Or other appropriate COM course in consultation with advisor
Advocacy and Rhetoric: 3 hours	COM 350	3	Rhetorical Traditions and Contemporary Applications
3 additional hours from:	COM 315	3	Public Speaking II
	COM 322	3	Argumentation
	COM 328	3	Persuasion
Writing: 3 hours	JRN 270	3	Introduction to Journalism
3 additional hours from:	ENG 321	3	Technical Writing
	JRN 370	3	News Writing & Reporting
	JRN 374	3	Opinion Writing
Program Assessment:	COM 499	0	Program Assessment
TOTAL HOURS FOR MAJOR:		48	