

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

Public Relations BA14

48 CREDITS are required to complete this Public Relations major.

MARKETING COMMUNICATION

MAJOR CORE REQS - 21 cr

Courses: 7

29-1500	Introduction to Marketing	3	C
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior	3	C
54-1700	Intro to Public Relations	3	C
29-2500	Intro to Marketing Research	3	C
54-2900	Introduction to Media	3	C
29-3505	Marketing Yourself/Job-Seeking Strategies	3	C

PR CORE - 15 cr

Courses: 5

54-1701	Public Relations Writing I	3	C
54-3701	Presentation Skills	3	C
54-2707	Public Relations Issues	3	C
54-2708	Social Change Communications	3	C
54-2712	Social Media and PR Strategies	3	C

OR 1 of the following:

	54-2713 Strategic Media Relations	3	C
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PR CAPSTONE - 3 cr

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Courses: 1

54-3978	Agency	3	C
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PR ELECTIVES - 9 cr

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Courses: 3

29-1702	Special Events and Promotions	3	C
54-1708	Topics in Public Relations	1	C
54-1604	Interactive Advertising	3	C

54-1800	Intro to Sports Marketing	3	C
29-2550PR	Global Marketing: Prague	6	C
54-2701	PR Cases & Crisis Communication	3	C
54-2704	PR for Arts, Culture & Social Services	3	C
54-2712	Social Media and PR Strategies	3	C
54-2713	Strategic Media Relations	3	C
54-2801	Sports PR & Marketing	3	C
54-2804	Advertising & Promo for Sports	3	C
54-3089	Internship: Public Relations	1	C
54-3099	Independent Project: PR & ADV.	1	C
54-3507	Mktg for Social Entrepreneurs	3	C
54-3605	Campaign Practicum I	6	C
54-3606	Campaign Practicum II	6	C
54-3704	Employee Engagement	3	C
54-3707	Global PR	3	C
54-3670	Semiotics for Creators of Popular Culture	3	C
OR 1 of the following:			
	54-3670HN Semiotics for Creators of Popular Culture:Honors	3	C
29-3710L	Survey Entertainment Business (LA)	4	C
29-3711L	Entertainment Mkt. Communication	4	C
29-3712L	Ent. Mkt. Communication Workshop	4	C
29-3805	Branded Entertainment Practicum	3	C
54-4090	Events Management: Practicum	3	C
54-ELEC	Marketing Elective	0	C
28-2111	Entertainment Law	3	C

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