

Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2015-2016 ▼

Public Relations BA15

A MINIMUM OF 45 CREDITS are needed to complete this Public Relations major.

MARKETING COMMUNICATION

MAJOR CORE REQS - 15 cr

Courses: 5/5

Course	Title	Credits	Grade
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior	3	C
54-1700	Intro to Public Relations	3	C
54-3810	Account Planning	3	C
28-3505	Marketing Yourself	3	C

PR CORE - 18 cr

Courses: 6/6

Course	Title	Credits	Grade
54-1701	Public Relations Writing I	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
54-2713	Strategic Media Relations	3	C
54-3702	PR Campaigns	3	C

PR CAPSTONE - 3-6 cr

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Courses: 1

54-3605	Campaign Practicum I	6	C
54-3978	Agency	3	C
54-3606	Campaign Practicum II	6	C

Students who choose a 3 (three)-credit Capstone Internship require project work and approval by the Chair:

54-3089	Internship: Public Relations	1	C
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PR ELECTIVES - 9 cr

Courses: 3

PR ELECTIVES - 9 cr

54-1708	Topics in Public Relations	1	C
54-1800	Sports Communication I	3	C
54-2015	Media Ethics and Law	3	C
54-2116	Blogging: Beyond the Basics	3	C
54-2701	PR Cases & Crisis Communication	3	C
54-2704	PR for Arts, Culture & Social Services	3	C
54-2715	Fashion Public Relations	3	C
54-2750	PR Writers Workshop	3	C
54-2801	Sports Communication II	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
54-3670	Semiotics for Creators of Popular Culture	3	C
OR 1 of the following:			
	54-3670HN Semiotics for Creators of Popular Culture:Honors	3	C
54-3701	Presentation Skills	3	C
54-3704	Employee Engagement	3	C
54-3707	Global PR	3	C
54-3978	Agency	3	C
54-4090	Events Management: Practicum	3	C
54-ELEC	Marketing Elective	0	C
28-1702	Special Events and Promotions	3	C
28-2550PR	Global Marketing: Prague	6	C
28-4710L	Entertainment and Media Analysis	4	C
28-4711L	Entertainment & Media Marketing	4	C
28-4712L	Entertainment & Media Marketing Communication: Practicum	4	C

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