Undergraduate Program Requirements

Communication Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

PUBLIC RELATIONS BA2016

45 CREDITS ARE REQUIRED to complete this Public Relations major.

PUBLIC RELATIONS

PR CORE 33cr — Courses: 11/11

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
54-1701	**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
54-3607	**360 Experiential Campaigns**	3	C
54-3701	**Presentation Skills**	3	C
54-3810	**Account Planning**	3	C

PR CAPSTONE 3cr

PR CAPSTONE 3cr — Courses: 1/1

Course	Title	Credits	Grade
54-3605	**Campaign Practicum I**	3	C
54-3606	**Campaign Practicum II**	6	C
54-3702	**PR Campaigns**	3	C
54-3978	**Agency**	3	C

PR ELECTIVES 9cr

PR ELECTIVES 9cr — Courses: 2/5

Course	Title	Credits	Grade
54-1200	**Introduction to Social Media & Digital Strategies**	3	C
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
54-2705	Political & Government PR	3	C
54-2715	Fashion Public Relations	3	C
54-2750	PR Writers Workshop	3	C
54-2801	Sports Communication II	3	C
54-3089	Internship: Public Relations	1	C
54-3099	Independent Project: PR & ADV.	1	C
54-3600	Retail Ad Competition	3	C
54-3604	Portfolio Development	3	C
54-3605	Campaign Practicum I	3	C
54-3606	Campaign Practicum II	6	C
54-3704	Employee Engagement	3	C
54-3707	Global PR	3	C
54-3978	Agency	3	C
28-1702	Special Events and Promotions	3	C
28-3505	Marketing Yourself	3	C
54-ELEC	Marketing Elective	0	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

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