

Public Relations

Degree Type

Bachelor of Arts

Objective:

A course of study that prepares students for careers in diverse fields relating to public relations. Emphasis is placed on building relationships between organizations and their audiences through media; media relations; critical thinking, writing, and speaking; understanding the processes and roles of persuasion and rhetoric; and understanding the critical nature of research. Students encounter both the theory and practice of public relations through rigorous classroom and group work, case studies, and internships.

Administrator: Chair, Department of Communication Arts & Science

Requirements: 50 credits

Required Courses:

Item #	Title	Credits
COMM1010	Introduction to Communication	3
COMM2010	Small Group Communication	3
COMM2020	Media Systems and Literacy	3
COMM2030	Interpersonal Communication	3
COMM2420	Introduction to Public Relations	3
COMM3020	Organizational Communication	3
COMM3050	Nonverbal Communication	3
COMM3210	Advanced Public Speaking	3
COMM3240	Public Relations Writing	3
COMM3420	Persuasion	3
COMM3600	Broadcast Communication	3
COMM4420	Advanced Public Relations	3
COMM4610	Communication Research and Theory	3
COMM4630	Communication Ethics	3
	COMM4950 Internship in Communication (1-3) (3 required)	3
	COMM4970 Senior Project (1-2) (1 required) May be repeated two times for elective credit	1
COMM4980	Senior Capstone Seminar in Communication	1
BSNS3510	Principles of Marketing	3
Total Credits		50