

Public Relations, B.S.

Major	52
Cognates	3
General Education	45
Electives to = 124	
TOTAL	124

Required Courses

BRDC 127 - Introduction to Digital Storytelling 3 hours
COMM 103 - Introduction to Mass Communication 3 hours
COMM 397 - Communication Research (W) 3 hours
COMM 415 - Portfolio and Career 1 hour
JOUR 105 - Writing for the Media 3 hours
JOUR 205 - News Reporting 3 hours
JOUR 208 - Publication Tools and Techniques 3 hours
JOUR 316 - Magazine and Feature Article Writing (W) 3 hours
COMM 427 - Mass Media Law and Ethics 3 hours
PHTO 320 - Digital Photography 3 hours
PREL 235 - Public Relations Principles and Theory 3 hours
PREL 246 - Fundamentals of Advertising 3 hours
PREL 310 - Social Media Strategies 3 hours
PREL 455 - Public Relations Strategy and Management 3 hours
PREL 482 - The Public Relations Campaign (SERV-2) 3 hours
PREL 485 - Public Relations Techniques 3 hours
PREL 392 - Public Relations Internship 1-3 hours [300 clock hours] 3 hours required

Plus, select three (3) hours from the following:

BMKT Any Marketing class except BMKT 326 3 hours
COMM 330 - Intercultural Communication (W) 3 hours
COMM 336 - Interpersonal Communication 3 hours
COMM 406 - Persuasion and Propaganda (W) 3 hours
COMM 242 - Introduction to Web Design 3 hours
JOUR 313 - Publication Editing 3 hours
PHTO 125 - Introduction to Photography 3 hours
PREL 355 - Advertising Copywriting 3 hours
PREL 368 - Fundraising for Nonprofits (SERV-2) 3 hours
PREL 465 - Topics in Public Relations 1-3 hours (3 hours required)
COMM 312 - Professional Communication and Leadership 3 hours **OR**
COMM 340 - Group Dynamics and Leadership 3 hours