

## B.A./B.S. in PUBLIC RELATIONS

### (39 Hours)

**Note: A mix of core courses and application courses is recommended each semester. The suggested sequence is to start with lower-level courses (2000-level) and move to higher-level courses at the 3000- and 4000-level. Enrollment in each course listed below requires completion of the indicated prerequisites (Prereq).**

**CORE COURSES: 18 Hours**

		Term	Grade
PRLS 2305	Introduction to Public Relations	_____	_____
SPCH 2308	Perspectives in Communication [Prereq: SPCH 1300]	_____	_____
SPCH 2313	Introduction to Communication Research [Prereq: SPCH 1300]	_____	_____
SPCH 3301	Organizational Communication [Prereq: SPCH 2308]	_____	_____
SPCH 3312	Persuasion [Prereq: SPCH 2308]	_____	_____
MCOM 3301	Media Law and Ethics	_____	_____

**APPLICATION COURSES: 18 Hours**

JOUR 2300	Beginning Reporting	_____	_____
JOUR 3305	Publication Design and Makeup	_____	_____
PRLS 3305	Public Relations Techniques [Prereq: PRLS 2305 and SPCH 2308]	_____	_____
PRLS 3310	Writing for Public Relations	_____	_____
PRLS 4305	Public Relations Cases and Campaigns [Prereq: PRLS 3305, 3310]	_____	_____
PRLS 4308	Public Relations Management [Prereq: PRLS 3305]	_____	_____

**ELECTIVE COURSES: 3 Hours**

*Prerequisite Note: All PRLS electives require PRLS 2305 and SPCH 2308.*

PRLS 4310	Nonprofit Public Relations	_____	_____
PRLS 4312	International Public Relations	_____	_____
PRLS 4316	Special Topics in Public Relations	_____	_____
PRLS 4380	Directed Study in Public Relations	_____	_____

*Prerequisite Note: All SPCH electives require SPCH 2308 or consent of instructor.*

SPCH 3303	Gender Communication	_____	_____
SPCH 3307	Interpersonal Communication	_____	_____
SPCH 3321	Communication Internship [Departmental Approval Required]	_____	_____
SPCH 3330	Event Planning	_____	_____
SPCH 4315	Communication and Leadership	_____	_____
SPCH 4316	Special Topics in Communication	_____	_____

**Summary of Graduation Requirements:** *(plus requirements for residency, minor, etc., as applicable)*

\_\_\_\_\_ 120 Semester Hours Total (minimum) \_\_\_\_\_ Completion of General Education Courses

\_\_\_\_\_ 40 Hours at 3000-4000 Level \_\_\_\_\_ Completion of B.A. or B.S. Requirements