

Public Relations Concentration

Students who choose a career in public relations have many options. For example, they can work for nonprofit organizations, corporations or public relations agencies. They can become publicists, event planners, fund raisers, or public affairs counselors. Some graduates work for sport teams. During off-campus internship, students can gain valuable experience that can boost their careers. This sequence has a 21-hour core and 18 hours of concentration hours, plus a potential 9 hours of additional electives within mass communication concentration hours.

Mass Communication Core Courses (21 Credit Hours)

Mass Communication 100- Intro to Mass Communication	3
Mass Communication 203- Multimedia Journalism	3
Mass Communication 225- Mass Media Writing and Editing	3
Mass Communication 245- Communication and Culture	3
Mass Communication 409- Communication Research Methods	3
Mass Communication 444- Communication Law and Ethics	3
Mass Communication 471- Senior Project	1
Mass Communication Concentration Practicum- MC 324 News Practicum	2
English Language and AP Style Skills Examination (70% score or higher required)	0
GET 300 Rising Junior Exam	0

Public Relations Cognate Courses

Five courses are required; students can choose any additional course; MC 250, MC 304, MC 404 or MC 448 for a total of 18 credit hours).

Mass Communication 303- Communication Graphics	3
Mass Communication 333- Principles of Public Relations	3
Mass Communication 340- Advanced Public Relations	3
Mass Communication 446- Public Relations Writing	3
Mass Communication 460- Public Relations Campaigns	3
Choose one of the following courses: MC 250- Basic Photography, MC 404- Publications Design, MC 304- Desktop Design or MC 448- Public Relations Management	3