### Phase Three

Students who decide to pursue a general PR major should follow these instructions.

**APR 332 (3) W**
**Public Relations Writing**

### Phase Four

Select the courses that most interest you and/or relate to the type of PR career you wish to pursue.

**CHOOSE THREE (9 CREDIT HOURS):**

- **APR 415 (3) W**
  Online Magazine Writing

- **APR 419 (3)**
  PR Concepting + Implementation

- **APR 423 (3) W**
  Management

- **APR 425 (3)**
  Crisis + Emergency Management

- **APR 426 (3)**
  International Public Relations

- **APR 427 (3)**
  Public Relations Leadership

**Note:** APR 332 is a prerequisite for all APR courses in Phase Four.

**ALSO REQUIRED** for this major (prerequisite: 61 credit hours):

- **MC 401 (3)**
  Mass Media Law

### Phase Five

All courses in the PR major are prerequisites to APR 433.

**APR 433 (3)**
**Public Relations Campaigns**

This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.