PUBLIC RELATIONS DEGREE PATH: MAJOR WITH SPECIALIZATION
2015-2016 CATALOG

PHASE ONE
All courses in Phase One can be taken together.
EN 101 or 103 is a prerequisite to APR 231.

APR 231 (3)
Intro. to Public Relations

MC 101 (3)
Intro. to Mass Communication

APR 260 (1)
Software Applications I

APR 271 (3)
Strategic Thinking (PR)

APR 300 (3)
Basic Principles of Design

JN 150 (1)
Mechanics of Writing

APR 280 (3)
Investigation and Insights

PHASE TWO
All courses in Phase Two can be taken together.

APR 332 (3) W
Public Relations Writing

PHASE THREE
Students who decide to pursue a PR major with a specialization should follow these instructions.

PUBLIC RELATIONS SPECIALIST
Students who wish to pursue a public relations major with a specialization may begin taking some depth courses during Phase Three (with APR 332).

APR 415 (3) W
Online Magazine Writing

APR 425 (3)
Crisis + Emergency Management

APR 419 (3)
PR Concepting + Implementation

APR 426 (3)
International Public Relations

APR 423 (3) W
Management

APR 427 (3)
Public Relations Leadership

APR COURSES BEYOND THIS POINT REQUIRE A MINIMUM OF 20 HOURS IN THE MAJOR

CHOOSE A SPECIALIZATION (6 CREDIT HRS.):
Each specialization is explained in detail on the following pages.

TECHNOLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT

NONPROFIT COMMUNICATION MANAGEMENT

SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT

PHASE FOUR
Select the course that most interests you and/or relates to the type of PR career you wish to pursue.

APR 401 (3)
Public Relations writing

APR 402 (3)
Theory + Practice

APR 403 (3)
Advanced Public Relations

APR 404 (3)
Public Relations Law

APR 405 (3)
Public Relations Ethics

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

APR 433 (3)
Public Relations Campaigns

APR 430 (3)
Public Relations Research

APR 431 (3)
Public Relations Measurement

APR 432 (3)
Public Relations Evaluation

APR 433 (3)
Advanced Public Relations

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.

CHOOSE ONE (3 CREDIT HRS.):

APR 415 (3) W
Online Magazine Writing

APR 425 (3)
Crisis + Emergency Management

APR 426 (3)
International Public Relations

APR 427 (3)
Public Relations Leadership

MC 401 (3)
Mass Media Law

Students are admitted by application to these courses.

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

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