PHASE THREE

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

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

**PUBLIC RELATIONS GENERALIST**

After completing APR 332, students who wish to pursue a general major in public relations will choose three courses from the options listed below in Phase Four.

**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

PHASE FIVE

**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.

**Additional Requirement:**

(Prerequisite: 61 credit hours):

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

**Students are admitted by application to this course.**