PUBLIC RELATIONS DEGREE PATH: MAJOR WITH SPECIALIZATION

PHASE ONE
All courses in Phase One must be taken before Phase Two.

- APR 231 (3) Intro. to Public Relations
- APR 260 (1) Software Applications I
- MC 101 (3) Intro. to Mass Communication
- JCM 103 (1) Mechanics of Media Writing

PHASE TWO
All courses in Phase Two must be taken before Phase Three.

- APR 271 (3) Strategic Thinking (PR)
- APR 300 (3) Basic Principles of Design
- APR 300 (3) News Writing and Reporting
- APR 280 (3) Investigation and Insights

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

- APR 332 (3) W Public Relations Writing

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

- 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

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

- APR 433 (3) Public Relations Campaigns

* not typically offered in the summer

38 CREDIT HOURS
* THIS DEGREE PATH WILL TAKE AT LEAST FIVE SEMESTERS TO COMPLETE.

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

- TECHNOCLOGICAL AND DIGITAL COMMUNICATION MANAGEMENT
- NONPROFIT COMMUNICATION MANAGEMENT
- SPORT AND ENTERTAINMENT COMMUNICATION MANAGEMENT

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

CHOOSE ONE (3 CREDIT HOURS):

- 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

Students are admitted by application to this course.

ADDITIONAL REQUIREMENT:
(Prerequisite: 61 credit hours):
- MC 401 (3) Mass Media Law

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.

* Formerly known as JN 150.
* Formerly known as JN 311.