PUBLIC RELATIONS MAJOR:
GENERALIST PATH

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

PHASE ONE

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

APR 231 (3) Intro. to Public Relations
MC 101 (3) Intro. to Mass Communication
APR 260 (1) Software Applications I
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 280 (3) Investigation and Insights
JCM 303 (3) W News Writing and Reporting

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

PHASE THREE

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

APR 332 (3) W Public Relations Writing

PHASE FOUR

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

All courses in Phase Four must be taken before Phase Five.

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

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

APR 433 (3) Public Relations Campaigns

* not typically offered in the summer

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.

ADDITIONAL REQUIREMENT:
(Prerequisite: 61 credit hours):

MC 401 (3) Mass Media Law

Students are admitted by application to this course.

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.