PUBLIC RELATIONS MAJOR:
GENERALIST PATH
38 CREDIT HOURS
This major will take at least five semesters to complete.

ALL COURSES IN A PHASE MUST BE COMPLETED BEFORE MOVING TO THE NEXT PHASE.

PHASE ONE

APR 231 (3)  INTRODUCTION TO PUBLIC RELATIONS
APR 260 (1)  SOFTWARE APPLICATIONS I
MC 101 (3)   INTRODUCTION TO MASS COMMUNICATION
JCM 103 (1)  MECHANICS OF MEDIA WRITING

PHASE TWO

APR 271 (3)  STRATEGIC THINKING (PR)
APR 280 (3)  INVESTIGATION AND INSIGHTS
APR 300 (3)  BASIC PRINCIPLES OF DESIGN
JCM 303 (3)  NEWS WRITING AND REPORTING

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

PHASE THREE

APR 332 (3) W  PUBLIC RELATIONS WRITING
MC 401 (3)   MASS MEDIA LAW
Prerequisites: MC 101 and 61 hours

PHASE FOUR

APR 415 (3)  ONLINE MAGAZINE WRITING *application required
APR 419 (3)  PR CONCEPTING & IMPLEMENTATION
APR 423 (3) W  A+PR MANAGEMENT
APR 490 (3)  SPECIAL TOPICS
An approved substitute; must be a different topic if repeated.
Prerequisites: MC 101 and 61 credit hours
APR 425 (3)  CRISIS AND EMERGENCY MANAGEMENT
APR 426 (3)  INTERNATIONAL PUBLIC RELATIONS
APR 427 (3) W  PUBLIC RELATIONS LEADERSHIP

PHASE FIVE

APR 433 (3)  PUBLIC RELATIONS CAMPAIGNS
*May not be offered during the summer

After completing APR 332, students who wish to pursue a general major in public relations will choose three courses from the options listed. Select the courses that most interest you and/or relate to the type of career you wish to pursue.

APR 433, an 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.