

## Bachelor of Arts – Public Relations Major

Students with a bachelor’s degree in Public Relations will be able to:

1. Demonstrate competencies in written communication.
2. Demonstrate competencies in oral communication.
3. Demonstrate competencies in media production.
4. Apply theories of communication.
5. Plan and implement communication productions that address organizational challenges.
6. Develop leadership abilities through effective program and production management including independent, experiential learning, and collaborative endeavors.
7. Conduct all work in an ethical manner.

<b>Course Code</b>	<b>Required Course Title</b>	<b>Credits</b>
COM 120	Intro to Communications	4
COM 130	Visual Communication	4
COM 210	Presentation Skills	4
COM211	Intro to Journalism	4
COM235	PR Media Production	4
COM248	Communication Law and Ethics	4
COM333	Organizational Communications	4
COM351	Intro to Public Relations	4
COM355	Writing for Public Relations	4
COM358	Marketing Communications	4
COM485	Communications Capstone	4
<b>Elective Courses (take 12 credits from the following courses)</b>		
COM145	Digital Photography	4
COM180	Media, Sports, and Society	4
COM252	Multicultural Communications	4
COM261	Film Studies	4
COM310	New Media Production	4
COM314	Feature Writing	4
COM316	Broadcast News	4
COM 320	Advanced Multimedia Journalism	4
COM 3XX	Photojournalism <i>*Currently offered as Special Topics</i>	4
COM370	Special Topics in Communications	4
COM412	Advanced Public Relations	4
COM424	Script and Screenwriting	4
COM471, 472	Practicum	1-3
COM474	Internship	4
COM480-489	Independent Study	1-4
<b>Total credits=</b>		<b>56</b>