The Public Relations Major

The public relations major provides students with the concepts, skills, and expertise needed to help organizations build mutually beneficial relationships with diverse publics. The knowledge and tools students develop through the PR curriculum ensure they can enter fields such as corporate communication, government affairs and public relations firms. The capstone professional internship experience, coupled with coursework that focuses heavily on writing, research, and professional abilities provide opportunities for students to practice and refine their skills.

To receive a bachelor of science degree in public relations, a student must earn at least 120 credits. A minimum of 72 credits must come from courses other than ADVRT, PR, or JL MC. At least 50 of these credits must come from the liberal arts and sciences. Overall, at least 45 credits must be from 300-level or above.

Public relations majors are required to take:

- **STAT 101** Principles of Statistics (or another approved statistics course) 4

The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, PR, and JL MC. These include:

- **JL MC 101** Mass Media and Society 3
- **JL MC 110** Orientation to Journalism and Communication 1
- **PR 220** Principles of Public Relations 3
- **PR 301** Research and Strategic Planning for Advertising and Public Relations 3
- **PR 302** Public Relations Writing (C+ or better) 3
- **PR 420X** Crisis Communication 3
- **JL MC 401** Mass Communication Theory 3
- **JL MC 406** Media Management 3
- **JL MC 474** Communication Technology and Social Change 3
- **JL MC 476** World Communication Systems 3
- **JL MC 477** Ethnicity, Gender, Class and the Media 3
- **PR 497** Special Topics in Communication 3

### Minor in Public Relations

Students cannot select more than one minor in the Greenlee School of Journalism and Communication. Minors in the Greenlee School are not available to Greenlee majors.

For a minor in public relations, students complete 15 credits.

- **JL MC 101** Mass Media and Society 3
- **PR 220** Principles of Public Relations 3
- **PR 305** Publicity Methods 3
- **6 credits from the following:** 6
  - **PR 301** Research and Strategic Planning for Advertising and Public Relations 3
  - **JL MC 401** Mass Communication Theory 3
  - **JL MC 406** Media Management 3
  - **PR 420X** Crisis Communication 3
  - **JL MC 474** Communication Technology and Social Change 3
  - **JL MC 476** World Communication Systems 3
  - **JL MC 477** Ethnicity, Gender, Class and the Media 3
  - **PR 497** Special Topics in Communication 3

Total Credits 15

### Public Relations, B.S.

#### Freshman

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16 16

#### Sophomore

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<td>P R 499A</td>
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**Senior**

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For 300 and 400-level choices, please choose from the list of selected courses available from an academic adviser. You may schedule an appointment with an adviser by either calling 515-294-4342 or visiting with Greenlee School office staff at 101 Hamilton Hall.

**University Requirement**: Students in all ISU majors must complete a three-credit course in U.S. Diversity, as well as a three-credit course in International Perspectives. The approved course lists are found at the following web addresses: (U.S. Diversity) http://www.registrar.iastate.edu/students/div-ip-guide/usdiversity-courses and (International Perspectives) http://www.registrar.iastate.edu/students/div-ip-guide/IntlPerspectives-current.

**College of LAS Requirement**: Minimum of 120 credits, including a minimum of 45 credits at the 300-level and above. You must also complete the LAS Foreign Language requirement and any unmet ISU admission requirements.

**Minor or Second Major**: Students are required to fulfill a secondary area of expertise. This requirement can be met by declaring a minor or a second major outside of the Greenlee School of Journalism and Communication.

**Courses primarily for undergraduates**:

**P R 220: Principles of Public Relations**

(3-0) Cr. 3.

Introduction to public relations in business, government and non-profit organizations; functions, processes, and management; ethics, public opinion and theory.

**P R 301: Research and Strategic Planning for Advertising and Public Relations**

(Cross-listed with ADVRT). (3-0) Cr. 3.

**Prereq**: ADVRT 230 or P R 220

The use of primary and secondary research for situations, organizations and the public. Formation and development of strategic plans for public relations and advertising students.

**P R 305: Publicity Methods**

(3-0) Cr. 3.

**Prereq**: ENGL 250, Sophomore classification

Communication and publicity fundamentals and the use of media for publicity purposes. Not available to Greenlee School majors.
P R 321: Public Relations Writing
(2-2) Cr. 3.
Prereq: JL MC 110 and minimum of C+ in JL MC 201; ADVRT/P R 301 credit or concurrent enrollment.
Developing and writing public relations materials with an emphasis on media relations and news. Techniques addressed include media kits, brochures, newsletters, digital media and speeches.

P R 390: Professional Skills Development
(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits. F.S.
Prereq: Minimum of C+ in JL MC 201; other vary by topic. Instructor permission for non-majors.
Check with Greenlee School for course availability.

P R 420: Crisis Communication
(3-0) Cr. 3.
Prereq: P R 220
Public relations strategies and tactics for crisis situations to protect and recover an organization's reputation: public behavior in crisis, crisis assessment, crisis communication plan, media training for leaders and spokespersons, apology strategy, corporate social responsibility, rumor in social media and reputation management.

P R 424: Public Relations Campaigns
(3-0) Cr. 3.
Prereq: Minimum of C+ in P R 321; ADVRT/P R 301.
Developing public relations and public information campaigns for business and social institutions.

P R 490: Independent Study in Communication
Cr. arr.
Prereq: Junior classification and contract with supervising professor to register.
Independent studies are research-based. Students may study problems associated with a medium, a professional specialization, a philosophical or practical concern, a reportorial method or writing technique, or a special topic in their field. Credit is not given for working on student or professional media without an accompanying research component.

P R 497: Special Topics in Communication
(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits.
Prereq: Junior classification. See Schedule of Classes for possible prerequisites.
Seminars or one-time classes on topics of relevance to students in communication.

P R 499: Professional Media Internship
Cr. 1-3. F.S.SS.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, junior classification, formal faculty adviser approval.
Required of all Greenlee School majors. A 400-hour (for 3 credits) internship in the student's journalism and mass communication or advertising or public relations specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

P R 499A: Professional Media Internship: Required
Cr. 3. F.S.SS.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, junior classification, formal faculty adviser approval.
Initial, required internship. A 400-hour (for 3 credits) internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.

P R 499B: Professional Media Internship: Optional
Cr. 1-3. F.S.SS.
Prereq: JL MC majors: minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: minimum of C+ in JL MC 201 and ADVRT 301; P R majors: minimum of C+ in P R 321. All students, junior classification, formal faculty adviser approval.
Optional internship in the student's specialization. Assessment based on employer evaluations, student reports and faculty reviews. Available only to Greenlee School majors. Offered on a satisfactory-fail basis only.