

PUBLIC RELATIONS

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

JL MC 101	Mass Media and Society	3
JL MC 110	Orientation to Journalism and Communication	1
P R 220	Principles of Public Relations	3
JL MC 201	Reporting and Writing for the Mass Media (C+ or better)	3
P R 301	Research and Strategic Planning for Advertising and Public Relations	3
P R 321	Public Relations Writing (C+ or better)	3
P R 424	Public Relations Campaigns	3
JL MC 460	Law of Mass Communication	3
JL MC 462	Media Ethics, Freedom, Responsibility	3
P R 499A	Professional Media Internship: Required	3

Additional recommended courses and requirements for the public relations major are available from the Greenlee School.

Students taking one major at the school may not seek a second major or a minor in the school. All Greenlee School majors are required to take a second major or minor outside the school as an area of expertise. All Greenlee School majors are required to take 499A. Greenlee majors and minors cannot take ADVRT, JL MC or P R courses pass/not pass.

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
P R 220	Principles of Public Relations	3
P R 305	Publicity Methods	3
6 credits from the following:		6
P R 301	Research and Strategic Planning for Advertising and Public Relations	
P R 323X	Strategic Communication in Agriculture and the Environment	
P R 420	Crisis Communication	
JL MC 307	Digital Video Production	
JL MC 401	Mass Communication Theory	
JL MC 406	Media Management	
JL MC 474	Communication Technology and Social Change	
JL MC 476	World Communication Systems	
JL MC 477	Diversity in the Media	
P R 497	Special Topics in Communication	
Total Credits		15

Public Relations, B.S.

Freshman

Fall	Credits Spring	Credits
ENGL 150	3 P R 220	3
JL MC 110	1 U.S. Diversity	3
JL MC 101	3 Social Science	3
Arts & Humanities	3 Natural Science	3
Natural Science	3 International Perspectives	3
Social Science	3 LIB 160	1
16		16

Sophomore		
Fall	Credits Spring	Credits
P R/ ADVRT/ JL MC 300-level choice*	3 P R 301	3
ENGL 250	3 JL MC 201	3
STAT 101	4 Foreign Language or Elective	4
Foreign Language or Elective	4 Arts & Humanities	3
Natural Science	2 Social Science	3
	16	16

Junior			
Fall	Credits Spring	Credits Summer	Credits
P R 321	3 P R 424	3 P R 499A	3
Arts & Humanities	3 Arts and Humanities	3	
Minor/ Second Major Choice	3 Minor/ Second Major Choice	3	
Minor/ Second Major Choice	3 Minor/ Second Major Choice 300-level	3	
Elective 300-level	3 Minor/ Second Major Choice 300-level	3	
	15	15	3

Senior		
Fall	Credits Spring	Credits
JL MC 462	3 JL MC 460	3
P R/ ADVRT/ JL MC 300-level Choice*	3 Elective or Minor/ Second Major Choice	3

Minor/ Second Major Choice 300+	3 Elective or Minor/ Second Major Choice 300+	3
Elective 300-level	3 Elective or Minor/ Second Major Choice 300+	3
	12	12

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>. Students must also demonstrate their communication proficiency by earning a grade of C or better in ENGL 250.

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.

Projects during which 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. No more than 3 credits of ADVRT/JLMC/PR 490 may be used toward a degree in the Greenlee School.

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 pre-requisites.

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: JL MC 110 and minimum of C+ in JL MC 202 or JL MC 206 or P R 321; ADVRT majors: JL MC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JL MC 110, PR 301 and minimum of C+ in P R 321. All students, 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: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, 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: JLMC 110 and minimum of C+ in JL MC 302 or JL MC 306; ADVRT majors: JLMC 110 and minimum of C+ in JL MC 201 and ADVRT 301; P R majors: JLMC 110, PR 301 and minimum of C+ in P R 321. All students, 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.