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 any field from corporate communication to government affairs to a public relations firm. The professional internship experience coupled with coursework that focuses heavily on writing, research, and strategic planning provides 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, P R, 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 4
- 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 3
- P R 301 Research and Strategic Planning for Advertising and Public Relations 3
- P R 321 Public Relations Writing 3
- P R 424 Public Relations Campaigns 3
- JL MC 460 Law of Mass Communication 3
- P R 499 Professional Media Internship 3

The degree requirements allow for a minimum of 34 credits and a maximum of 48 credits to be taken in ADVRT, P R, and JL MC. 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 3
- P R 301 Research and Strategic Planning for Advertising and Public Relations 3
- P R 321 Public Relations Writing 3
- P R 424 Public Relations Campaigns 3
- JL MC 460 Law of Mass Communication 3
- P R 499 Professional Media Internship 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 students are required to take a second major or minor outside the school as an area of expertise. A Designated Area of Concentration (DAC) outside the school may be used in place of a minor or second major with faculty approval.

The Greenlee School offers a minor in advertising and a minor in journalism and mass communication. Journalism and mass communication or public relations majors may not minor in advertising, and advertising and public relations majors may not minor in journalism and mass communication.