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. Coursework in this major focuses on writing, research, digital and emerging media, and professional abilities. Students are required to complete a capstone internship experience to practice and refine their skills.

The Greenlee School of Journalism and Communication prepares students for the field of communication. The school offers three majors:

• Advertising (http://catalog.iastate.edu/collegeofliberalartsandsciences/advertising/) Bachelor of Arts (ADVRT)
• Journalism and Mass Communication (http://catalog.iastate.edu/collegeofliberalartsandsciences/journalism_and_mass_communication/) Bachelor of Science (JL MC)
• Public Relations Bachelor of Science (P R)

In addition, the Greenlee School offers a 4+1 program (http://catalog.iastate.edu/collegeofliberalartsandsciences/advertising/#combinedundergraduateandgraduateprogramstext) allowing students to complete their B.A. or B.S. and earn an M.S. in journalism and mass communication in fewer semesters.

Professional skills are taught and practiced alongside academic requirements using the latest technology and leading-edge communication trends and methods.

Founded in 1905, the unit was one of the first journalism programs to be accredited in 1948 and continues to be one of the longest continuously accredited programs in the country. Accreditation is based on the principle that students need a broad-based, liberal arts education and solid core courses within the discipline. Students taking one major at the school may not seek an additional major or minor in the school. All students are required to take an additional major or a minor outside the school as an area of expertise.

Student Learning Outcomes
Students who major in programs of the Greenlee School of Journalism and Communication are expected to develop competencies in 10 key areas:

• apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
• demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
• demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
• present images and information effectively and creatively, using appropriate tools and technologies;
• write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
• demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
• apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
• effectively and correctly apply basic numerical and statistical concepts;
• critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
• apply tools and technologies appropriate for the communications professions in which they work.

The Public Relations Major
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.

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:

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>JL MC 110</td>
<td>Orientation to Journalism and Communication</td>
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<tr>
<td>P R 220</td>
<td>Principles of Public Relations</td>
<td>3</td>
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<tr>
<td>JL MC 201</td>
<td>Reporting and Writing for the Mass Media (C+ or better)</td>
<td>3</td>
</tr>
<tr>
<td>P R 301</td>
<td>Research and Strategic Planning for Advertising and Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>P R 321</td>
<td>Public Relations Writing (C+ or better)</td>
<td>3</td>
</tr>
<tr>
<td>300-level ADVRT, JL MC or P R Electives</td>
<td>6</td>
<td></td>
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<tr>
<td>P R 424</td>
<td>Public Relations Campaigns</td>
<td>3</td>
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<tr>
<td>JL MC 460</td>
<td>Law of Mass Communication</td>
<td>3</td>
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<tr>
<td>JL MC 462</td>
<td>Media Ethics, Freedom, Responsibility</td>
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</table>
Public Relations, B.S.

**Freshman**

<table>
<thead>
<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
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<tbody>
<tr>
<td>JL MC 110</td>
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<td>JL MC 201</td>
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<tr>
<td>P R 220</td>
<td>3</td>
<td>STAT 101</td>
<td>4</td>
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<tr>
<td>ENGL 150</td>
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<td>U.S. Diversity</td>
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<tr>
<td>LIB 160</td>
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<td>Arts &amp; Humanities</td>
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<td>Arts &amp; Humanities</td>
<td>3</td>
<td>Natural Science</td>
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<td>Natural Science</td>
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**Credits**

Total: 34

**Sophomore**

<table>
<thead>
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<th>Spring</th>
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<tbody>
<tr>
<td>P R 301</td>
<td>3</td>
<td>P R 300-level choice</td>
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<tr>
<td>ENGL 250</td>
<td>3</td>
<td>Arts &amp; Humanities</td>
<td>3</td>
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<tr>
<td>Arts &amp; Humanities</td>
<td>3</td>
<td>Social Science</td>
<td>3</td>
</tr>
<tr>
<td>Natural Science</td>
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<td>Social Science</td>
<td>3</td>
</tr>
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<td>World</td>
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<td>4</td>
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<td>Language or Elective</td>
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<td>Language or Elective</td>
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<tr>
<td>LAS 203</td>
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**Credits**

Total: 16

**Junior**

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<tr>
<th>Fall</th>
<th>Credits</th>
<th>Spring</th>
<th>Credits</th>
<th>Summer</th>
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<tbody>
<tr>
<td>P R 321</td>
<td>3</td>
<td>P R 424</td>
<td>3</td>
<td>P R 499A</td>
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<tr>
<td>PR/JL MC/ADVRT 300-level Choice</td>
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<td>3</td>
<td>3</td>
<td></td>
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<tr>
<td>Minor/Additional Major Choice</td>
<td>3</td>
<td>International Perspectives</td>
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</tbody>
</table>

**Credits**

Total: 15-16
Minor/ Additional  Major  Choice  Elective  300-level
Minor/  Additional  Major  Choice  Minor/  Additional  Major  Choice
3  3  3

Senior
Fall  Credits  Spring  Credits
JL MC 460  3  JL MC 462  3
P R/  3  ADVRT/  1
ADVRT/  JL MC/P
JL MC  R Short
Course  Intensive
Minor/  3  Elective  3
Additional  or Minor/
Major  Additional
Choice  Choice
3  3  3
Major  Additional
Choice  Choice
300+  300-
Elective  Elective  Elective
or Minor/
Major  Additional
Choice  Choice
3  3  3

Total Credits: 120-121

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 including at least 6 credits in the courses numbered 300 or above taken at Iowa State University. The minor must include at least 9 credits that are not used to meet any other department, college or university requirement.

JL MC 101  Mass Media and Society  3
P R 220  Principles of Public Relations  3
9 credits from the following:
P R 301  Research and Strategic Planning for Advertising and Public Relations
P R 305  Publicity Methods
P R 323X  Strategic Communication in Agriculture and the Environment
P R 420  Crisis Communication
JL MC 307  Digital Video Production
JL MC 390  Professional Skills Development
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

Greenlee majors and minors cannot take ADVRT, JL MC or P R courses pass/not pass.

Concurrent Undergraduate and Graduate Programs

The Greenlee School offers a 4+1 program allowing students to complete their B.A. or B.S. and earn an M.S. in journalism and mass communication in fewer semesters.

The Greenlee School offers three concurrent degree programs:

B.A. Advertising/M.S. Journalism and Mass Communication
B.S. Journalism/M.S. Journalism and Mass Communication
B.S. Public Relations/M.S. Journalism and Mass Communication

Enrollment in the Greenlee School’s concurrent degree programs enables students to complete coursework for the undergraduate and graduate programs on a five-year accelerated timeline – rather than the typical six-year timeline for the two degrees. See Journalism and Mass Communication Concurrent Undergraduate and Graduate Programs (http://catalog.iastate.edu/collegeofliberalartsandsciences/journalism_and_mass_communication/#combinedundergraduateandgraduateprogramstext) for more information on combining the B.S. in Public Relations and the M.S. in Journalism and Mass Communication.
GRADUATE PROGRAMS

Master of Science
The Greenlee School of Journalism and Communication offers work for a Master of Science degree in journalism and mass communication.

Concurrent Programs
The Greenlee School's concurrent degree programs enable interested students the opportunity to complete coursework for the undergraduate and graduate programs on a five-year accelerated timeline — rather than the typical six-year timeline for the two degrees.

Graduate Minor
The Greenlee School graduate program offers minor work for students majoring in other departments.

See Journalism and Mass Communication Graduate Programs (http://catalog.iastate.edu/collegeofliberalartsandsciences/journalism_and_mass_communication/#graduatemajor) for more information on the M.S. in Journalism and Mass Communication.