

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. 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.

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:

| | | |
|-----------|----------------------------------------------------------------------|---|
| 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 |
| P R 499A | Professional Media Internship: Required | 3 |
| JL MC 460 | Law of Mass Communication | 3 |
| JL MC 462 | Media Ethics, Freedom, Responsibility | 3 |

Public relations majors are also required to take:

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

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 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 |
| 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 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 | |

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 World Language or Elective | 4 |
| World 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 advisor. You may schedule an appointment with an advisor 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> (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/> (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 World 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 391: Short Course Intensive

(Cross-listed with ADVRT, JL MC). Cr. 1-3. Repeatable, maximum of 6 credits.

Focused short courses on timely concepts. Check with Greenlee School for course availability. Offered on a satisfactory-fail basis only.

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 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor approval.

See ADVRT/JL MC/P R 499A or 499B. Offered on a satisfactory-fail basis only.

P R 499A: Professional Media Internship: Required

Cr. 3. F.S.SS.

Prereq: JL MC majors: JL MC 110 and minimum of C+ in JL MC 302 or JL MC 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor 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 303; ADVRT majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in JL MC 201; P R majors: JL MC 110, ADVRT/P R 301 and minimum of C+ in P R 321. All students, formal faculty advisor 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.