

# PUBLIC RELATIONS

## PUBLIC RELATIONS

<http://www.greenlee.iastate.edu> (<http://www.greenlee.iastate.edu/>)

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/previouscatalogs/2023-2024/collegeofliberalartsandsciences/advertising/>) Bachelor of Arts (ADVRT)
- Journalism and Mass Communication ([http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofliberalartsandsciences/journalism\\_and\\_mass\\_communication/](http://catalog.iastate.edu/previouscatalogs/2023-2024/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/previouscatalogs/2023-2024/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:

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
300-level ADVRT, JL MC or P R Electives		6
P R 424	Public Relations Campaigns	3
JL MC 460	Law of Mass Communication	3
JL MC 462	Media Ethics, Freedom, Responsibility	3

400-level ADVRT, JL MC, or P R Elective	3
P R 499A Professional Media Internship: Required	3
<b>Total Credits</b>	<b>34</b>

Public relations majors are also required to take:

STAT 101 Principles of Statistics (or another approved statistics course)	4
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As majors in the College of Liberal Arts and Sciences, public relations students must meet College of Liberal Arts and Sciences (<http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofliberalartsandsciences/#lascollegerequirementstext>) and University-wide requirements (<http://catalog.iastate.edu/previouscatalogs/2023-2024/collegescurricula/>) for graduation in addition to those stated above for the major.

**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, LAS career proficiency requirement, and any unmet ISU admission requirements.

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

**Minor or Additional Major:** Students are required to fulfill a secondary area of expertise. This requirement can be met by declaring a minor or an additional major outside of the Greenlee School of Journalism and Communication. Students taking one major at the school may not seek an additional major or minor in the school.

Juniors can apply to a concurrent degree program ([http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofliberalartsandsciences/journalism\\_and\\_mass\\_communication/#combinedundergraduateandgraduateprogramstext](http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofliberalartsandsciences/journalism_and_mass_communication/#combinedundergraduateandgraduateprogramstext)) and earn a B.S. in public relations and an M.S. in journalism and mass communication in fewer semesters. Contact the Director of Graduate Education for more information on the Greenlee School's 4+1 Program.

## Public Relations, B.S.

### Freshman

Fall	Credits	Spring	Credits
JL MC 110		1 JL MC 201	3
P R 220		3 STAT 101	4
ENGL 150		3 U.S. Diversity	3
LIB 160		1 Arts & Humanities	3
Arts & Humanities		3 Natural Science	3
Natural Science		3	
		<b>14</b>	<b>16</b>

### Sophomore

Fall	Credits	Spring	Credits
P R 301		3 P R 300-level choice	3
ENGL 250		3 Arts & Humanities	3
Arts & Humanities		3 Social Science	3
Natural Science		2 Social Science	3
World Language or Elective		3-4 World Language or Elective	4
LAS 203		1	
		<b>15-16</b>	<b>16</b>

### Junior

Fall	Credits	Spring	Credits	Summer	Credits
P R 321		3 P R 424		3 P R 499A	3
PR/JL MC/ADVRT 300-level Choice		3 P R 400-level Choice			3
Minor/Additional Major Choice		3 International Perspectives			3



## **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/previouscatalogs/2023-2024/collegeofliberalartsandsciences/journalism\\_and\\_mass\\_communication/#graduatemajortext](http://catalog.iastate.edu/previouscatalogs/2023-2024/collegeofliberalartsandsciences/journalism_and_mass_communication/#graduatemajortext)) for more information on the M.S. in Journalism and Mass Communication.