

B.A./B.S. IN PUBLIC RELATIONS (40 Hours)**CORE COURSES: 15 Hours**

PRLS 2305	Introduction to Public Relations
COMM 2313	Introduction to Communication Research (COMM 1300)
COMM 3301	Organizational Communication [C, R] (PRLS 2305)
MCOM 3301	Media Law and Ethics [D, R] (JOUR 2300 or consent of instructor)
PRLS 4312	Multicultural Public Relations [D] (PRLS 2305)

APPLICATION COURSES: 22 Hours

PRLS 3101	PR Applications: Grammar and Style
PRLS 3103	PR Applications: Professional Skills
PRLS 3105	PR Applications: Photography
PRLS 3107	PR Applications: Portfolio
JOUR 2300	Beginning Reporting (WRTG 1320)
JOUR 3305	Publication Design and Makeup (JOUR 2300) OR WRTG 3305 Writing as Information Design
PRLS 3305	Public Relations Techniques (PRLS 2305)
PRLS 3310	Writing for Public Relations [C] (JOUR 2300, PRLS 2305)
PRLS 4305	Public Relations Cases and Campaigns [Z] (PRLS 3310)
PRLS 4308	Social Media Management [I] (PRLS 3305)

ELECTIVE COURSES: 3 Hours***Public Relations***

PRLS 3V21	Public Relations Internship (1-4 credit hours, Internship Committee Approval)
PRLS 4V80	Directed Study in Public Relations (1-3 credit hours, Director Approval)
PRLS 4310	Nonprofit Public Relations (PRLS 3305)
PRLS 4316	Special Topics in Public Relations (PRLS 3305)

Communication

COMM 3307	Interpersonal Communication [D]
COMM 3310	Advanced Public Speaking (COMM 1300)
COMM 3330	Event Planning (COMM 1300)

Journalism

JOUR 2325	Principles of Online Journalism
JOUR 3308	News Editing
JOUR 3345	Online Publishing I
JOUR 3346	Online Publishing II
JOUR 4313	Writing for Electronic Media

Professional Writing

WRTG 3305	Writing as Information Design
WRTG 3310	Technical Writing [C]
WRTG 3315	Writing Center Practicum
WRTG 4308	Writing for Change [Z]