

Bachelor of Arts in Public Relations

The Bachelor of Arts in Public Relations consists of 18 courses (49 credit hours). In the Bachelor of Arts in Public Relations, students learn the theories of communication influencing how public relations (PR) is practiced while developing the knowledge base and skills they need for critical thinking, speaking and writing—the basic foundations for becoming a PR professional.

The goal of the Public Relations major is to help students understand public relations is an ongoing communication and relational process, not a position. Viewed this way, public relations requires responsible, thoughtful reflection and action from all levels of organizations, not just those in leadership positions. This approach requires competencies of self-awareness, oral and written communication skills, ethical decision-making and action, and the ability to understand audiences' needs, wants and desires, and generate mutual win-win scenarios using a variety of communication tools to generate a vision and lead with, through, and for others to bring about positive change.

This program will build both knowledge and skills for students to understand true public relations, e.g., "relating" to publics through building a meaningful two-way dialogue built on mutual trust and respect, and be able to effectively formulate a position and influence and empower others. They will be able to use the knowledge gained from this program to bridge the divide between the theoretical and practical application in the organizations they work in (for-profit, non-profit, government and non-government organizations) and industries and the communities they serve.

Requirements for the Degree

Summary of Requirements

1. University requirements:
 - a. New students are required to complete the General Education (GenEd) curriculum.
 - b. All students must take a minimum of two writing-intensive courses. The specific writing-intensive courses required for this major are PR 1496 and PR 3096.
2. Lew Klein College of Media and Communication requirements, including KLN 1001.
3. Minimum of 49 credits in Public Relations courses and CSI 1111 or CSI 1911.
4. A grade of C or higher must be attained in all required Public Relations courses and CSI 1111 or CSI 1911.
5. An overall GPA of 2.0 must be attained in the major.
6. No more than 12 semester hours of transfer credits may be applied to Public Relations major requirements.
7. No more than 8 credits may be taken in Kinesiology and Dance activities courses.

Public Relations Requirements

Code	Title	Credit Hours
1000-Level Core Requirements		15
CSI 1111 or CSI 1911	Introduction to Public Speaking Honors Introduction to Public Speaking	
PR 1101	PRactical Grammar for Public Communications	
PR 1112	Communicating Leadership	
PR 1496	News Writing and Media Relations	
PR 1552	Introduction to Public Relations	
2000-Level Core Requirements		9
PR 2551	Research Methods	
PR 2662	Leading Groups and Team Building	
PR 2701	Public Relations Theory	
3000-Level Core Requirements		16-17
PR 3096	Public Relations Writing	
PR 3101	Digital Media, Social Media, Audience Analytics for Public Relations	
PR 3201	Law and Ethics in Public Relations	
PR 3202	Diversity and Media Issues in Public Relations	
PR 3301	Industry Essentials for Public Relations	
PR 3302	Crisis Communication	
PR 3587	Public Relations Field Experience	
4000-Level Core Requirements		9
PR 4101	Public Relations Campaigns and Case Studies	

PR 4102	Public Relations Portfolio	
PR 4501	Public Relations Management and Problems	
Total Credit Hours		49-50

Suggested Academic Plan

Please note that this is a **suggested** academic plan. Depending on your situation, your academic plan may look different.

Bachelor of Arts in Public Relations

Requirements for New Students starting in the 2020-2021 Academic Year

Year 1		Credit Hours
Fall		
PR 1101	PRactical Grammar for Public Communications	3
PR 1112	Communicating Leadership	3
ENG 0802, 0812, or 0902	Analytical Reading and Writing [GW]	4
GenEd Quantitative Literacy Course [GQ]		4
KLN 1001	Klein First-Year Seminar	1
Term Credit Hours		15
Spring		
CSI 1111 or 1911	Introduction to Public Speaking	3
PR 1496	News Writing and Media Relations [WI]	3
PR 1552	Introduction to Public Relations	3
GenEd Breadth Course		3
IH 0851 or 0951	Intellectual Heritage I: The Good Life [GY]	3
Term Credit Hours		15
Year 2		
Fall		
PR 2551	Research Methods	3
PR 2701	Public Relations Theory	3
IH 0852 or 0952	Intellectual Heritage II: The Common Good [GZ]	3
GenEd Breadth Course		3
Elective		3
Term Credit Hours		15
Spring		
PR 2662	Leading Groups and Team Building	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Electives		6
Term Credit Hours		15
Year 3		
Fall		
PR 3096	Public Relations Writing [WI]	3
PR 3101	Digital Media, Social Media, Audience Analytics for Public Relations	3
PR 3201	Law and Ethics in Public Relations	3
PR 3202	Diversity and Media Issues in Public Relations	3
GenEd Breadth Course		3
Electives		1
Term Credit Hours		16
Spring		
PR 3301	Industry Essentials for Public Relations	1.5
PR 3302	Crisis Communication	1.5
PR 3587	Public Relations Field Experience	2

Electives		11
	Term Credit Hours	16
Year 4		
Fall		
PR 4101	Public Relations Campaigns and Case Studies	3
PR 4102	Public Relations Portfolio	3
GenEd Breadth Course		3
Electives		7
	Term Credit Hours	16
Spring		
PR 4501	Public Relations Management and Problems	3
GenEd Breadth Course		3
Electives		10
	Term Credit Hours	16
	Total Credit Hours:	124