

Public Relations BA

Overview

The **Bachelor of Arts in Public Relations**, offered by the Department of Advertising and Public Relations, consists of 17 Public Relations courses (minimum of 48 credit hours). In this major, students learn the theories of communication influencing how public relations (PR) is practiced while developing the knowledge base and skills they need for strategic and 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, the ability to understand audiences' needs, wants and desires, and generate mutual win-win scenarios using a variety of communication tools to create 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 continuous dialogue built on mutual trust and respect, and be able to effectively formulate a position, influence and empower others. Students 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-governmental organizations) and the communities they serve.

An optional concentration in International Communication is available for this major.

Campus Location: Main

Program Code: CO-PR-BA

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Learn more about the Bachelor of Arts in Public Relations.

These requirements are for students who matriculated in academic year 2023-2024. Students who matriculated prior to fall 2023 should refer to the Archives to view the requirements for their Bulletin year.

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 and KLN 1002.
3. Minimum of 48 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		
CSI 1111 or CSI 1911	Introduction to Public Speaking Honors Introduction to Public Speaking	3
PR 1101	PRactical Grammar for Public Communications	3
PR 1112	Communicating Leadership	3
PR 1496	News Writing and Media Relations	3
PR 1552	Introduction to Public Relations	3
2000-Level Core Requirements		
PR 2551	Research Methods	3
PR 2662	Leading Groups and Team Building	3
PR 2701	Public Relations Theory	3
3000-Level Core Requirements		
PR 3096	Public Relations Writing	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 Public Relations	3
PR 3301	Industry Essentials for Public Relations	2
PR 3302	Crisis Communication	3
PR 3587	Public Relations Field Experience	1 to 3
4000-Level Core Requirements		
PR 4102	Public Relations Portfolio	3
PR 4501	Public Relations Capstone	3
Total Credit Hours		48-50

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

Suggested Plan for New Students Starting in the 2023-2024 Academic Year

Year 1		
Fall		Credit Hours
PR 1101	PRactical Grammar for Public Communications	3
PR 1112	Communicating Leadership	3
ENG 0802 or ENG 0812 or ENG 0902	Analytical Reading and Writing or Analytical Reading and Writing: ESL or Honors Writing About Literature	4
GenEd Quantitative Literacy Course ^{GQ}		4
KLN 1001	Klein First-Year Seminar	1
Credit Hours		15
Spring		
CSI 1111 or CSI 1911	Introduction to Public Speaking or Honors Introduction to Public Speaking	3
PR 1496	News Writing and Media Relations	3
PR 1552	Introduction to Public Relations	3
IH 0851 or IH 0951	Intellectual Heritage I: The Good Life or Honors Intellectual Heritage I: The Good Life	3
KLN 1002	Klein College Introduction to Professional Development	1
GenEd Breadth Course		3
Credit Hours		16

Year 2		
Fall		
PR 2551	Research Methods	3
PR 2701	Public Relations Theory	3
IH 0852 or IH 0952	Intellectual Heritage II: The Common Good or Honors Intellectual Heritage II: The Common Good	3
GenEd Breadth Course		3
Elective		3
Credit Hours		15
Spring		
PR 2662	Leading Groups and Team Building	3
GenEd Breadth Course		3
GenEd Breadth Course		3
Electives		6
Credit Hours		15
Year 3		
Fall		
PR 3096	Public Relations Writing	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 Public Relations	3
GenEd Breadth Course		3
Credit Hours		15
Spring		
PR 3301	Industry Essentials for Public Relations	2
PR 3302	Crisis Communication	3
PR 3587	Public Relations Field Experience ¹	2
Electives		10
Credit Hours		17
Year 4		
Fall		
PR 4102	Public Relations Portfolio	3
GenEd Breadth Course		3
Electives		9
Credit Hours		15
Spring		
PR 4501	Public Relations Capstone	3
GenEd Breadth Course		3
Electives		10
Credit Hours		16
Total Credit Hours		124

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This program requires a minimum of 124 credits. If students choose to take PR 3587 Public Relations Field Experience for less than 2 credits, they may need to take one additional elective credit to reach a total of 124 credits.

Optional Concentration

The **optional International Communication Concentration** (ICC) provides a theoretical and practical education in international and intercultural communication and media. This program allows students to develop sought-after competencies in cultural sensitivity and intercultural communication skills by encouraging students to reflect on their own cultural lenses. Students participating in the ICC program will be exposed to multiple international perspectives through internationally- and interculturally-oriented courses offered on Temple's domestic campuses and may be supplemented with study abroad coursework.

This concentration is restricted to Klein students only.

Requirements

To earn the International Communication Concentration transcript notation, a student must successfully complete a total of 18-20 credits of International / Intercultural studies courses, a maximum 9 credits of which may come from courses transferred into Temple, across 3 areas. Each course that fulfills a requirement for the concentration must be passed with a C- or better.

Code	Title	Credit Hours
Common Course		
Select one of the following:		3
CSI 3701	Intercultural Communication	
CSI 3703	Intercultural Communication in the Workplace	
Klein International/Intercultural courses		
Select three of the following:		9
Any ADV, CMST, CSI, JRN, MSP, or PR courses taken as part of a Klein Global Opportunities Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any ADV, CMST, CSI, JRN, MSP, or PR Internship completed as part of a Klein Global Opportunities International Program		
CSI 2401	Intercultural and Cross Cultural Conflict	
CSI 3702	Communication, Culture and Identity	
CSI 3703	Intercultural Communication in the Workplace (if not used to fulfill common course requirement above)	
JRN 3254	International Reporting	
JRN 3706	Journalism and Globalization	
MSP 3471	Media and Cultural Differences	
MSP 3572	Communication and Development	
MSP 4453	Information Society	
MSP 4496	Global Media	
PR 2672	Global Communication and Leadership	
International/Intercultural Electives outside of Klein		
Note: Satisfying the GenEd World Society requirement by completing a Study Abroad does not also satisfy this requirement.		
Choose any two (2) courses of the following:		6-8
Up to any two foreign language courses		
Any non-Klein courses at the 2000-level or higher taken in a Klein Global Opportunities Int'l Program, or at a Temple University Overseas Campus (e.g., Temple Rome or Temple Japan)		
Any non-Klein internship taken in a Klein Global Opportunities International Program		
Anthropology		
ANTH 2238	Visual Anthropology of Modern Japan	
or ASST 2238	Visual Anthropology of Modern Japan	
ANTH 2374	The Anthropology of Modern China	
or ASST 2374	The Anthropology of Modern China	
ANTH 2361	Peoples of Latin America	
or LAS 2361	Peoples of Latin America	
ANTH 2362	Peoples and Cultures of the Caribbean	
or LAS 2362	Peoples and Cultures of the Caribbean	
Art History		
ARTH 2102		
ARTH 2105	Roman Art and Archaeology	
ARTH 2129	Greek and Roman Sculpture	
ARTH 2431	Early Modern Italy and Spain in the 17th Century	
ARTH 2432	Northern and Global Baroque Art: Art in the Age of Rubens, Rembrandt, Vermeer	
ARTH 2543	Transnational Impressionisms	
ARTH 2642	Modern Art, 1900-1945	
ARTH 2868	Arts of Asia	
ARTH 1003	History of Art in Rome (Study Abroad - Rome)	

ARTH 2135	Art and Culture in Ancient Rome (Study Abroad - Rome)
ARTH 2428	Wonders of Rome: Art and Culture of the Baroque Era (Study Abroad - Rome)
ARTH 2622	Galleries and Studios of Rome (Study Abroad - Rome)
ARTH 1801	Arts of Asia (Study Abroad - Japan)
ARTH 2815	Pre-Modern Japanese Art up to the Edo Period (Study Abroad - Japan)
Asian Studies	
ASST 2001	Practical Asian Society and Culture
ASST 2011	Survey of Japanese Literature Before 1868
ASST 2015	Tokyo in Literature and Film
or JPNS 2015	Tokyo in Literature and Film
ASST 2021	Japanese Literature in Film
or JPNS 2021	Japanese Literature in Film
ASST 2351	Japan in a Changing World
ASST 2367	South Asia: Peoples, Culture, Experiences
ASST 2373	Japanese Culture
or ANTH 2373	Japanese Culture
ASST 2503	Introduction to Southeast Asia: Insular
ASST 2504	Introduction to Southeast Asia: Mainland
ASST 2511	Introduction to Asian Business
ASST 3247	Ideology and Social Change in Japan
or SOC 3247	Ideology and Social Change in Japan
ASST 3251	China: State and Society
or POLS 3251	China: State and Society
ASST 3522	Contemporary China
or HIST 3522	Contemporary China
ASST 3541	Japan Today
or HIST 3541	Japan Today
ASST 3542	Women and Society in Japan
or HIST 3542	Women and Society in Japan
Film & Media Arts	
FMA 4673	International Cinema
Geography & Urban Studies	
GUS 2032	Urban Systems in a Global Economy
GUS 2073	African Development
GUS 2074	East and South Asia
or ASST 2074	Geography of East and South Asia
GUS 3021	International Urbanization
GUS 3052	Environmental Problems in Asia
or ASST 3052	Environmental Problems in Asia
or ENST 3052	Environmental Problems in Asia
GUS 3073	Geography of Travel and Tourism
GUS 3307	Transportation & Culture
History	
HIST 2303	History of Central Europe, 1618-1871
HIST 2317	Central Europe Through Wars and Revolution, 1848-1989
HIST 2501	Introduction to East Asia: China
or ASST 2501	Introduction to East Asia: China
HIST 2502	Introduction to East Asia: Japan
or ASST 2502	Introduction to East Asia: Japan
HIST 2503	Introduction to Southeast Asia: Insular
or ASST 2503	Introduction to Southeast Asia: Insular
HIST 2504	Introduction to Southeast Asia: Mainland

or ASST 2504	Introduction to Southeast Asia: Mainland
HIST 2511	Introduction to African History
HIST 2514	Introduction to Latin America
HIST 2515	Civilization and Modernity in the Caribbean
or LAS 2515	Civilization and Modernity in the Caribbean
HIST 2516	Modern Islamic History
HIST 2611	Third World Issues through Film
HIST 3321	Irish History
HIST 3331	History of England
HIST 3362	Russia: Nationality and Empire
HIST 3363	Russia: Revolution, State, and Empire
HIST 3511	Southern Africa: A History
HIST 3521	The Chinese Revolution
HIST 3531	Modern India
HIST 3551	History of Vietnam
HIST 3561	History of Brazil
or LAS 3561	History of Brazil
HIST 3562	Contemporary Mexico
or LAS 3562	Contemporary Mexico
HIST 3571	Israel: History, Politics and Society
HIST 3572	Modern Middle East
HIST 3675	Third World Women's Lives
Jewish Studies	
JST 2706	Jewish Diaspora/Survey of Jewish History
Latin American Studies	
LAS 2101	Latin America through Film and Fiction
LAS 2231	Comparative Political Systems in Latin America
LAS 2502	Fundamentals of Latin American Business
or IB 2502	Fundamentals of Latin American Business
LAS 2514	Historical Continuity and Social Change in Latin America
LAS 3267	Sociology of Music: Nation, Race, Class and Gender in Argentina and Brazil
LAS 3601	"Other Voices" in Latin American Literature
LAS 3602	Caribbean Literature and Culture
LAS 3801	African Culture in Brazil
Political Science	
POLS 2211	Contemporary Politics of Europe
POLS 2212	Eastern Europe, Russia and the West
POLS 2231	Comparative Political Systems in Latin America
POLS 2255	Comparative Public Policy
POLS 2314	Politics of International Law
POLS 2321	Politics of the Global Economy
POLS 2331	International Organization
POLS 3212	British Government and Politics
POLS 3241	Mideast Politics
POLS 3252	East Asia and the United States
or ASST 3252	East Asia and the United States
POLS 3265	International Environmental Policy
or ENST 3265	International Environmental Policy
Religion	
REL 2002	Religion and Human Sexuality
REL 2007	Religion in Film
REL 2101	Indian Philosophies and Religions

or ASST 2101	Religions of India
REL 2102	Introduction to Buddhism
or ASST 2102	Introduction to Buddhism
REL 2201	Chinese Religions - Confucius to Mao
REL 2301	Zen Buddhism
or ASST 2301	Zen Buddhism
REL 2403	Introduction to Judaism
or JST 2403	Introduction to Judaism
REL 2447	Kabbalah and Mysticism
or JST 2447	Kabbalah and Mysticism
REL 2502	Jesus in the Media
REL 2606	Introduction to Islam
REL 2702	Religion in Contemporary Africa
REL 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
or ASST 3011	Monks, Masters, and Magicians: Religion in Premodern Chinese Literature
REL 3201	I-Ching, Tao, and Ch'an/Zen
or ASST 3201	I-Ching, Tao, and Ch'an/Zen
REL 3301	Japanese Religions
or ASST 3301	Japanese Religions
REL 3411	The Philosophies of Judaism
or JST 3411	The Philosophies of Judaism
REL 3601	The Islamic State
REL 3602	Women in Islam
REL 3603	Islamic Mysticism
REL 3702	African Religions and New World Culture

Total Credit Hours

18-20

Contact Information

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