



Department of Communication Studies

Option In

# Public Relations

Effective Fall 2009

The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment. Program emphasis is in preparing student for corporate, agency, nonprofit and other public relations positions.

**Required Coursework..... 12 hrs**

- CMN 2010 Introduction to Communication Theory
- CMN 2020 Communication Research Methods
- CMN 2030 Applied Communication
- CMN 2040 Argumentation and Critical Thinking

**Option Core.....21 hrs**

- CMN 2520 Introduction to Mass Communication
- CMN 2650 Introduction to Organizational Communication
- CMN 2920 Introduction to Public Relations
- CMN 3100 Persuasion
- CMN 3500 Electronic Media Relations
- CMN 3960 Advocacy and Message Design (*CMN 2920*)
- CMN 4920 Case Studies in Public Relations (*Completion of Department Core; CMN 3960*)

**Electives (selected in consultation with an advisor).....12 hrs**

See back of sheet for course list

**Total Required Hours.....45 hrs**

# Department of Communication Studies

## Option in Public Relations

### Public Relations Electives

- BUS 3010 Management and Organizational Behavior (*Junior standing prerequisite*)
- BUS 3470 Principles of Marketing (*Junior standing prerequisite*)
- INT 2123 Digital Photography
- INT 3343 Digital Media Technologies (*INT 1363 prerequisite*)
- JOU 2101 News Writing I (*“B” or better in ENG 1001G or “C” in ENG 1001G & 1002G*)
- CMN 3230 Advanced Public Speaking (*CMN 1310G prerequisite*)
- CMN 3300 Interviewing
- CMN 3650 Organizational Communication (*CMN 2650 prerequisite*)
- CMN 3710 Intercultural Communication (*CMN 2630 prerequisite*)
- CMN 3750 Computer-mediated Communication I (*CMN 2030 prerequisite*)
- CMN 3940 Advertising Theory and Practice (*CMN 3100 prerequisite*)
- CMN 3950 Conferences and Event Planning (*CMN 2650 prerequisite*)
- CMN 4030 Seminar (*if applicable & Department Core with “C” or better*)
- CMN 4275 Internship (*60 hours and 3.0 GPA overall or 2.75 major GPA prerequisite*)