

# Public Relations

| Public Relations |   | Fall Semester  | Scots Term | Spring Semester  | Scots Term |
|------------------|---|--|------------|--|------------|
| <b>Freshman</b>  | <ul style="list-style-type: none"> <li>• ENGL 110: Composition and Argument</li> <li>• COMM 101: Fundamentals of Communication</li> <li>• Foreign Language at 102 Level</li> <li>• If required, QRAC 110 or 120.</li> </ul> | <ul style="list-style-type: none"> <li>• INTG 101: ILA</li> </ul>  |            | <ul style="list-style-type: none"> <li>• COMM 261 – Mass Media and Modern Society</li> </ul>   |            |
| <b>Sophomore</b> | <ul style="list-style-type: none"> <li>• INTG 2XX: Global Perspectives</li> </ul>   | <ul style="list-style-type: none"> <li>• <u>ECON 200 – Principles of Economics</u></li> <li>• PUBR 241 – Public Relations</li> </ul>               |            | <ul style="list-style-type: none"> <li>• PUBR 363 – Media and Public Relations Writing</li> </ul>  |            |
| <b>Junior</b>    | <ul style="list-style-type: none"> <li>• INTG 3XX: Reflections</li> </ul>   | <ul style="list-style-type: none"> <li>• <u>BUSI 307 – Principles of Marketing</u></li> <li>• COMM 340 – Communication Research Methods</li> </ul> |            | <ul style="list-style-type: none"> <li>• <u>BUSI 367 – Advertising</u></li> <li>• COMM 339 – Persuasion</li> <li>• PUBR 367 Layout and Design</li> </ul> |            |
| <b>Senior</b>    | <ul style="list-style-type: none"> <li>• INTG 4XX Citizenship</li> </ul>  | <ul style="list-style-type: none"> <li>• PUBR 493 – Public Relations Internship</li> <li>• Elective chosen from list (#3)</li> </ul>               |            | <ul style="list-style-type: none"> <li>• PUBR 491 – Public Relations Cases</li> </ul>  |            |

**Prior to graduation students must take:**

- A course satisfying the Beauty and Meaning and Works of Art requirement
- A course satisfying the Science Lab requirement
- A course satisfying the Quantitative Reasoning in Practice (QRP) requirement.

**Legend**

- Italics* indicates course must be taken in this term
- Underline indicates course must be taken in sequence
- Regular type indicates flexibility when course is taken
- An asterisk (\*) indicates that a prerequisite exists for the course

**Notes**

1. The QRP course for the major is COMM 340: Communication Research Methods
2. The culminating experience for the major is PUBR 491: Public Relations Cases
3. One of the following courses needs to be fit into the schedule as an elective: BUSI 105 – Introduction to Commerce, BUSI 335 – Human Resources, COMM 333 – Organizational Communication, or PSYCH 237 – Organizational and Industrial Psychology
4. Students are required to complete a credit bearing or non-credit bearing internship. Credit bearing internship require registration in PUBR 493.

# Public Relations

If Off-Campus Study

|                  | Fall Semester   | Scots Term  | Spring Semester  | Scots Term |
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| <b>Sophomore</b> | <ul style="list-style-type: none"> <li>• INTG 2XX: Global Perspectives</li> </ul>   | <ul style="list-style-type: none"> <li>• <u>ECON 200 – Principles of Economics</u></li> <li>• PUBR 241 – Public Relations</li> </ul>            | <ul style="list-style-type: none"> <li>• PUBR 363 – Media and Public Relations Writing</li> <li>• <u>BUSI 307 – Principles of Marketing</u></li> </ul> |            |
| <b>Junior</b>    | <ul style="list-style-type: none"> <li>• INTG 3XX: Reflections</li> </ul>   | <ul style="list-style-type: none"> <li>• OFF CAMPUS STUDY</li> </ul>  | <ul style="list-style-type: none"> <li>• <u>BUSI 367 – Advertising</u></li> <li>• COMM 339 – Persuasion</li> </ul>                                     |            |
| <b>Senior</b>    | <ul style="list-style-type: none"> <li>• INTG 4XX Citizenship</li> </ul>  | <ul style="list-style-type: none"> <li>• PUBR 493 – Public Relations Internship</li> <li>• COMM 340 – Communication Research Methods</li> </ul> | <ul style="list-style-type: none"> <li>• PUBR 491 – Public Relations Cases</li> </ul>  |            |

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