

2020-21 CATALOGUE

PUBLIC RELATIONS



Total Credits: 48

	Required Courses (33 credits)		GRADE EARNED	SEMESTER COMPLETED
	COMM 1421	Writing for the Media		
	COMM 1670	Introduction to Communication Theory		
	COMM 2134	Communication Ethics		
	COMM 2623	Persuasive Speaking or COMM 2625 Public and		
		Presentation Speaking		
	COMM 2640	Organizational Communication		
	COJR 2136	Media Law		
	COJR 2431	American Journalism		
	COPR 2135	PR Research		
	COPR 2512	Public Relations I: Intro to PR		
	COPR 3522	Public Relations II: Strategic Planning &		
		Client Relations		
	COPR 5599	Senior Seminar in Public Relations		
	Electives (15 credits)			
	One of the following:			
	COJR 2240	Media Criticism		
$\overline{\Box}$	COJR 3432/	Women and the Media		
_	WMST 3432			
	COPR 2998	Managing Reputation and Crisis Communication		
	Two of the following:			
	COJR 2421	News Reporting		
	COJR 4424	Broadcast News Writing and Presentation		
	COPR 2515	Integrated Communication		
П	COPR 2521	Print Advertising		
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	Two of the following:			
	COPR 2999	Basic Video		
Ш	COJR 3428	Publications Editing		
	Allowable Elective Substitutions:			
	COPR 2114	Sports Public Relations		
	COPR 2631	Nonprofit Communication and Public Relations		
	COPR 2997	International Public Relations		
	COPR 5598	PR Experiential Learning (Permission Required)		

Other special topics/new courses as approved by adviser