

2022-23 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	History of 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		
COJR 3432/	Gender 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		
COPR 2521	Print Advertising		
Two of the following:			
COPR 2999	Basic Video		
COJR 3428	News 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