## University of Northern Iowa Department of Communication and Media
### Public Relations Major: Special Events Emphasis
#### 2021-2022 Degree Requirements—60 hours

- File a new Declaration of Curriculum with the department in order to declare a major or minor
- PR majors MUST receive a C or better in all major classes
- 2.5 cumulative GPA or above is required for graduation by the Department of Communication and Media

### Required Core Courses: (9 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM COR 2020</td>
<td>Communication Research Methods **</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM COR 4124</td>
<td>Communication Theories **</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

### Required Courses: Public Relations: (15 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations **</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 3855</td>
<td>Public Relations Writing (COMM DM 1620)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 4811</td>
<td>Public Relations: Cases and Studies (Sr. or instructor consent)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 4855</td>
<td>Public Relations Campaign Methods (COMM PR 1811; Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 3900 OR</td>
<td>Internship in Public Relations (jr.; Internship coordinator approval)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 3179</td>
<td>Cooperative Education</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

### Required Course: Communication (3 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 3155</td>
<td>Business &amp; Professional Oral Communication **</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

### Required Courses: Journalism (9 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM DM 2653</td>
<td>News Writing for Media (COMM COR 1010, COMM DM 1620)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM DM 3659</td>
<td>Editing and Design (COMM DM 2653 or instructor consent)</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

### Required Courses: Business (6 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 2120</td>
<td>Principles of Financial Accounting (Soph.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>ECON 1031 OR</td>
<td>Introduction to Economics</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>ECON 1041</td>
<td>Principles of Macroeconomics</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>MKTG 2110</td>
<td>Principles of Marketing (ECON 1031 or 1041)</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

### Special Events Public Relations Courses: (15 hrs.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM PR 4856</td>
<td>Public Relations Special Events Planning (Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 4858</td>
<td>Sports Public Relations (Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>RTNL 2120 OR</td>
<td>Foundations of Tourism</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>RTNL 3777 OR</td>
<td>Special Events Management (Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>RTNL 3778</td>
<td>Community Based Tourism (Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>MKTG 3146</td>
<td>Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>MKTG 3153</td>
<td>Personal Selling (MKTG 2110; ECON 1031 or 1041; Jr.)</td>
<td>3 hrs.</td>
</tr>
</tbody>
</table>

** These courses have prerequisites of COMM 1000 and ENGLISH 100S or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent (UNIV 1000 and UNIV 1010).

For additional information contact:
UNI Department of Communication and Media
Lang Hall 326   |   319-273-2217

Rev 05/2021
# Public Relations Major: Special Events Emphasis

## Plan of Study

### Freshman Fall

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM 1000</td>
<td>Oral Communication</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>ENGLISH 1005 (or equivalent)</td>
<td>College Writing and Research (or equivalent)</td>
<td>3 hrs.</td>
</tr>
<tr>
<td></td>
<td>Liberal Arts Core/Electives</td>
<td>9 hrs.</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15 hrs.</strong></td>
</tr>
</tbody>
</table>

### Freshman Spring

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
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<tbody>
<tr>
<td>COMM COR 1010</td>
<td>Mass Communication and Society</td>
<td>3 hrs.</td>
</tr>
<tr>
<td></td>
<td>Liberal Arts Core/Electives</td>
<td>12 hrs.</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>15 hrs.</strong></td>
</tr>
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### Sophomore Fall

<table>
<thead>
<tr>
<th>Course Code</th>
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<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COMM DM 1620</td>
<td>Fundamentals of Journalism</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>COMM PR 1811</td>
<td>Principles of Public Relations **</td>
<td>3 hrs.</td>
</tr>
<tr>
<td>ECON 1031 OR</td>
<td>Introduction to Economics</td>
<td>3 hrs.</td>
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<td>ECON 1041</td>
<td>Principals of Macroeconomics</td>
<td>3 hrs.</td>
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<td></td>
<td>Liberal Arts Core/Electives</td>
<td>6 hrs.</td>
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<td>COMM COR 4124</td>
<td>Communication Theories **</td>
<td>3 hrs.</td>
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<td>COMM DM 2653</td>
<td>News Writing for Media (COMM COR 1010 &amp; COMM DM 1620)</td>
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<td>Liberal Arts Core/Elective</td>
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<td>Liberal Arts Core/Electives</td>
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</tbody>
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**Total Hours 120 hrs.**

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