

University of Northern Iowa
Department of Communication Studies—Public Relations Major: Strategic Emphasis
2019-2020 Degree Requirements—57 hours

Full declaration requirements:

- ✓ A 2.7 cumulative GPA in at least 24 hours of course work including Oral Communication (COMM 1000) and College Writing and Research (ENGLISH 1005) or their equivalents
 - ✓ A 2.7 average GPA or better in the designated core courses (COMM COR 1010 and COMM PR 1811)
 - ✓ File a New Declaration of Curriculum with the department
 - ✓ 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 Studies**

Required Core Courses for Public Relations Major: 3 courses (9 hrs.)

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM COR 2020	Communication Research Methods **	3 hrs.
<input type="checkbox"/>	COMM COR 4124	Communication Theories **	3 hrs.

Required Courses: Public Relations: (15 hrs.)

<input type="checkbox"/>	COMM PR 1811	Principles of Public Relations **	3 hrs.
<input type="checkbox"/>	COMM PR 3855	Public Relations Writing (COMM DM 1620)	3 hrs.
<input type="checkbox"/>	COMM PR 4811	Public Relations: Cases and Studies (Sr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 3179 OR	Cooperative Education (Jr.; dept. approval)	3 hrs.
<input type="checkbox"/>	COMM PR 3900	Internship in Public Relations (Jr.; dept. approval)	3 hrs.

Required Course: Communication (3 hrs.)

<input type="checkbox"/>	COMM 3155	Business & Professional Oral Communication **	3 hrs.
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Required Courses: Journalism (9 hrs.)

<input type="checkbox"/>	COMM DM 1620	Fundamentals of Journalism	3 hrs.
<input type="checkbox"/>	COMM DM 2653	News Writing for Media (COMM COR 1010, COMM DM 1620)	3 hrs.
<input type="checkbox"/>	COMM DM 3659	Editing and Design (COMM DM 2653)	3 hrs.

Required Courses: Business (6 hrs.)

<input type="checkbox"/>	ACCT 2120	Principles of Financial Accounting (Soph.)	3 hrs.
<input type="checkbox"/>	MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.

Strategic Public Relations Courses: (15 hrs.)

<input type="checkbox"/>	COMM 3055	Organizational Communication **	3 hrs.
<input type="checkbox"/>	COMM DM 4630	Journalism, Law, and Ethics (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4822 OR	Global Public Relations (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 3844	Public Relations: Integrated Communications (Jr.)	3 hrs.
<input type="checkbox"/>	MGMT 3153	Organizational Management (Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3113	Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.

** These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent.

For additional information contact:

UNI Department of Communication Studies
 Lang Hall 326 | 319-273-2217

Plan of Study
Public Relations Major: Strategic Emphasis

Semester One

COMM 1000	Oral Communication	3 hrs.
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)	3 hrs.
	Liberal Arts Core/Electives	9 hrs.
Total		15 hrs.

Semester Two

COMM COR 1010	Mass Communication and Society	3 hrs.
	Liberal Arts Core/Electives	12 hrs.
Total		15 hrs.

Semester Three

COMM PR 1811	Principles of Public Relations **	3 hrs.
COMM DM 1620	Fundamentals of Journalism	3 hrs.
	Liberal Arts Core/Electives	9 hrs.
Total		15 hrs.

Semester Four

COMM COR 2020	Communication Research Methods **	3 hrs.
ACCT 2120	Principles of Financial Accounting (Soph.)	3 hrs.
COMM 3055	Organizational Communication **	3 hrs.
	Liberal Arts Core/Electives	6 hrs.
Total		15 hrs.

Semester Five

COMM COR 4124	Communication Theories **	3 hrs.
COMM DM 2653	News Writing for Media (COMM COR 1010 & COMM DM 1620)	3 hrs.
COMM PR 3855	Public Relations Writing (COMM DM 1620)	3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
	Liberal Arts Core/Electives	3 hrs.
Total		15 hrs.

Semester Six

COMM PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)	3 hrs.
COMM 3155	Business and Professional Oral Communication **	3 hrs.
COMM DM 4630	Journalism, Law, and Ethics (Jr.)	3 hrs.
MKTG 3113	Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
	Liberal Arts Core Capstone/Electives	3 hrs.
Total		15 hrs.

Semester Seven

COMM PR 4811	Public Relations: Cases and Studies (Sr.)	3 hrs.
COMM DM 3659	Editing and Design (COMM DM 2653)	3 hrs.
MGMT 3153	Organizational Management (Jr.)	3 hrs.
	Liberal Arts Core/Electives	6 hrs.
Total		15 hrs.

Semester Eight

COMM PR 3900 OR	Internship	
COMM PR 3179	Coop (see internship director for details for both)	3 hrs.
COMM PR 4822 OR	Global Public Relations (Jr.)	3 hrs.
COMM PR 3844	Public Relations Integrated Communications (Jr.)	3 hrs.
	University Electives	9 hrs.
Total		15 hrs.
Total Hours		120 hrs.

** These courses have prerequisites of COMM 1000 and ENGLISH 1005 or ENGLISH 2015 or ENGLISH 2120 or the Cornerstone equivalent.