

## Communication Studies

# UNI

public relations  
major.



## PLAN OF STUDY

### Semester 1

COMM 1000	Oral Communication	3
ENGLISH 1005	College Writing & Research (or equiv.)	3
	Liberal Arts Core	9
<b>TOTAL</b>		<b>15</b>

### Semester 2

COMM COR 1010	Mass Communication & Society	3
	Liberal Arts Core	12
<b>TOTAL</b>		<b>15</b>

### Semester 3

COMM PR 1811	Principles of PR (COMM 1000 and ENG 1005)	3
COMM DM 1755	Reporting Methodologies & Sources	3
	Liberal Arts Core	9
<b>TOTAL</b>		<b>15</b>

### Semester 4

COMM COR 2020	Comm. Research Methods (COMM 1000)	3
ACCT 2120	Principles of Financial Accounting (Soph.)	3
COMM 3055	Organizational Communication (COMM 1000)	3
	Liberal Arts Core/University Elective	6
<b>TOTAL</b>		<b>15</b>

### Semester 5

COMM COR 4124	Communication Theories (Jr.)	3
COMM DM 2755	News Writing for Media (COMM COR 1010 and COMM DM 1755)	3
COMM PR 3855	Public Relations Writing (COMM DM 1755)	3
MKTG 2110	Principles of Mktg. (ECON 1031 OR ECON 1041)	3
	Liberal Arts Core	3
<b>TOTAL</b>		<b>15</b>

### Semester 6

COMM PR 4855	PR Campaign Methods (COMM PR 1811, Jr.)	3
COMM 3155	Business & Prof. Oral Comm. (COMM 1000)	3
COMM DM 4743	Journalism & Law (Jr.)	3
MKTG 3113	Consumer Behavior (MKTG 2110, Jr.)	3
	Liberal Arts Core Capstone/Electives	3
<b>TOTAL</b>		<b>15</b>

### Semester 7

COMM PR 4811	PR Cases & Studies (Sr.)	3
COMM DM 3756	Editing & Design (COMM DM 2755)	3
MGMT 3153	Org. Management*	3
	Liberal Arts Core/University Elective	6
<b>TOTAL</b>		<b>15</b>

### Semester 8

COMM PR 3900	Internship <b>OR</b>	3
COMM PR 3179	Coop (See internship advisor for details for both)	
COMM PR 4822	Global Public Relations (Jr.) <b>OR</b>	3
COMM PR 3844	Integrated Public Relations (Jr.)	
	University Electives	9
<b>TOTAL</b>		<b>15</b>

\* 2.20 Cum. UNI GPA, or higher; Jr.

Want more information?

Contact **Communication Studies**

Lang Hall 326 |

(319) 273-2217 |

6/17

# Degree Requirements

## Public Relations 57 hours

*These requirements are for students who declare this program for fall 2017 or after. 6/17*

### To Fully Declare a Public Relations Major

#### To be fully declared, students must:

- Obtain a 2.7 cumulative GPA in at least 24 hours of course work, including Oral Communication (COMM 1000) and College Writing & Research (ENGLISH 1005) or their equivalents.
- Receive a 2.7 average GPA or better in the designated major components (COMM COR 1010 & COMM PR 1811)
- File a new declaration of curriculum.
- PR majors must receive a C or better in all major classes

### Requirements for Full Declaration

	COURSE TITLE	CREDITS
<input type="checkbox"/>	COMM 1000 Oral Communication	3
<input type="checkbox"/>	ENGLISH 1005 College Writing & Research (or equivalent)	3
<input type="checkbox"/>	COMM COR 1010 Mass Communication & Society	3
<input type="checkbox"/>	COMM PR 1811 Principles of Public Relations (COMM 1000 and ENG 1005)	3
		<b>12</b>

### Required Courses: Public Relations

	COURSE TITLE	CREDITS
<input type="checkbox"/>	COMM PR 3855 Public Relations Writing (COMM DM 1755)	3
<input type="checkbox"/>	COMM PR 3844 Public Relations: Integrated Comm. (Jr.) <b>OR</b>	3
<input type="checkbox"/>	COMM PR 4822 Global Public Relations (Jr.)	
<input type="checkbox"/>	COMM PR 4811 Public Relations: Cases & Studies (Sr.)	3
<input type="checkbox"/>	COMM PR 4855 PR Campaign Methods (COMM PR 1811, Jr.)	3
<input type="checkbox"/>	COMM PR 3179 Coop (Jr., approval) <b>OR</b>	3
<input type="checkbox"/>	COMM PR 3900 Internship in Public Relations (Jr., approval)	

### Required Courses: Communication

	COURSE TITLE	CREDITS
<input type="checkbox"/>	COMM COR 4124 Communication Theories (COMM 1000)	3
<input type="checkbox"/>	COMM COR 2020 Comm. Research Methods (COMM 1000)	3
<input type="checkbox"/>	COMM 3055 Organizational Communication (COMM 1000)	3
<input type="checkbox"/>	COMM 3155 Business & Prof. Oral Comm. (COMM 1000)	3

### Required Courses: Digital Journalism

	COURSE TITLE	CREDITS
<input type="checkbox"/>	COMM DM 1755 Reporting Methodologies & Sources	3
<input type="checkbox"/>	COMM DM 2755 News Writing for Media (COMM COR 1010, COMM DM 1755)	3
<input type="checkbox"/>	COMM DM 4743 Journalism & Law (Jr.)	3
<input type="checkbox"/>	COMM DM 3756 Editing & Design (COMM DM 2755)	3

### Required Courses: Business

	COURSE TITLE	CREDITS
<input type="checkbox"/>	ACCT 2120 Principles of Financial Accounting	3
<input type="checkbox"/>	MKTG 2110 Principles of Marketing (ECON 1031 or 1041)	3
<input type="checkbox"/>	MKTG 3113 Consumer Behavior (ECON 1031 or 1041)	3
<input type="checkbox"/>	MGMT 3153 Organizational Management	3