



Department of Communication Studies
Option in

Public Relations

Effective Fall 2006

The field of public relations demands a variety of skills in all forms of communication, analysis, critical thinking and technology from its professional practitioners. Professionals must be responsive in a complex and diverse organizational environment to multiple and often competing demands. The public relations option prepares students to function effectively in this dynamic environment. Program emphasis is in preparing students for corporate, agency, nonprofit and other public relations positions.

Department Core **12 hrs**

- CMN 2010 Introduction to Communication Theories
- CMN 2020** Communication Research
- CMN 2030 Applied Communication
- CMN 2040 Argumentation and Critical Thinking
- CMN 4749 Senior Portfolio (audit only)

Option Core **21 hrs**

- CMN 2650 Introduction to Organizational Communication
- CMN 2520 Introduction to Mass Communication
- CMN 3100 Persuasion
- CMN 3500 Electronic Media Relations
- CMN 3960 Advocacy and Message Design**
- CMN 4919 Public Relations Techniques (*CMN3100, 3960, senior standing*)
- CMN 4920 Case Studies in Public Relations (*CMN 4919*)

Electives (Selected in consultation with an adviser) **12 hrs**

See back of page for course list

TOTAL **45 hrs**

Italics = Prerequisite **Bold** = Writing Intensive

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Public Relations Electives

BUS 3010 Management and Organizational Behavior
BUS 3470 Principles of Marketing
INT 3123 Foundations of Photography
INT 3343 Digital Media Technologies
JOU 2101 News Writing I
JOU 3302 Editing and Design for Targeted Audiences
CMN 3230 Advanced Public Speaking
CMN 3300 Interviewing
CMN 3650 Organizational Communication
CMN 3710 Intercultural Communication
CMN 3750 Computer-mediated Communication I
CMN 3940 Advertising Theory and Practice
CMN 3950 Conferences and Event Planning Management
CMN 4030 Seminar (if applicable)
CMN 4275 Internship