# Public Relations B.S.

## Degree Requirements: 124 Credit Hours

*See Core Curriculum for required courses in Area A1 through Area E.*

<table>
<thead>
<tr>
<th>Category</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Requirements (Core Areas A - E)</td>
<td>42</td>
</tr>
<tr>
<td>Additional Requirements</td>
<td>4</td>
</tr>
<tr>
<td>Area F - Courses Appropriate to Major</td>
<td></td>
</tr>
<tr>
<td>COMM 1100 Human Communication</td>
<td>3</td>
</tr>
<tr>
<td>or COMS 2330 Introduction to Communication Research</td>
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<tr>
<td>COMM 1110 Public Speaking</td>
<td>3</td>
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<tr>
<td>COMM 2332 Media and Society</td>
<td>3</td>
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<tr>
<td>COMS 2330 Introduction to Communication Research</td>
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<tr>
<td>or IT 1230 Introduction to Web Technologies</td>
<td></td>
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<tr>
<td>or MMFP 2331 Multi-Camera Production</td>
<td></td>
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<tr>
<td>or THEA 2333 Acting I: Fundamentals of Acting</td>
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<tr>
<td>MMJ 2331 Introduction to Journalism</td>
<td>3</td>
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<tr>
<td>Select one of the following:</td>
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<tr>
<td>Foreign Language - through 2001</td>
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<tr>
<td>Significant International Content Course</td>
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### Major Requirements

Select one COMS Upper Division Course 3

- MMJ 3100 News Reporting and Writing I 3
- PRCA 3100 Introduction to Public Relations 3
- PRCA 3330 Public Relations Writing 3
- PRCA 3711 Public Relations Practicum Public Relations Practicum 1
- PRCA 4330 Public Relations Research 3
- PRCA 4339 Public Relations Campaign Strategies 3
- PRCA 4791 Public Relations Internship 3
  - or PRCA 4335 Senior Seminar in Public Relations 3

Select two upper division PRCA courses 6

Select one from the following media elective courses: 3

- MMJ 3200 News Reporting and Writing II
- MMJ 3332 Feature Writing
- MMJ 3335 Copy Editing
- MMJ 3631 Fundamentals of Multimedia Journalism
- PRCA 3339 Public Relations and Publications
- MMJ 3000+ Upper Division Elective (approved by the advisor)

Select two of the following theory/law elective courses: 6

- COMM 3337 Mass Communication Law
- COMM 5333 Theories of Mass Communication
- COMS 3337 Persuasion
- COMS 4333 General Semantics
- COMS 5330 Communication Theory

Select 3 credit hours from the following: 3

- Upper Division Elective from COMM, COMS, FILM, MMFP, MMJ, PRCA, or THEA

### Courses in Related Areas

- MKTG 3131 Principles of Marketing
- MKTG 3132 Principles of Advertising

### Electives

Select 14 credit hours of Electives 14

### Total Credit Hours

124

1 A total institution GPA of 2.5 is required to register for internship credit. A maximum of 3 hours of internship can be applied toward graduation requirements.

## Other Program Information

- Students must make a minimum grade of “C” in each Communication Arts class to receive credit hour for that course.

### Honors in Public Relations

To graduate with Honors in Public Relations, a student must:

- be admitted to the University Honors Program;
- successfully complete at least three credit hours of HONS 4610 over three semesters;
- successfully complete and present an Honors Thesis or Capstone Project;
- be in good standing in the University Honors Program at the time of graduation.

## Advisement

All Public Relations majors are advised in the Department of Communication Arts, Sanford Hall, (912) 478-5138. Students in the University Honors Program (UHP) are also advised in the Department.