

PUBLIC RELATIONS MAJOR (M)

The Public Relations major focuses on building communication, developing problem-solving skills, and developing an effective, measurable campaign. Students will gain experience by designing, implementing and measuring a public relations campaign for actual organizations who provide consultation and feedback. Social media and brand management, crisis response, event management, content creation and reputation management are all integrated throughout the curriculum.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Public Relations, students will be able to:

1. Write in a precise and persuasive manner.
2. Engage in effective and appropriate public speaking under a variety of circumstances.
3. Evaluate ethical dilemmas from a legal, practical, and spiritual perspectives.
4. Recognize the cultural differences in order to effectively communicate with diverse audiences.
5. Engage in substantial research including organizational, situational, GAP and diagnostic analyses
6. Create a crisis response plan and practice crisis communication strategies.
7. Design, execute and evaluate a public relations strategic campaign.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		54
Electives		21
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
Business Core		
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201) or COMM 201 Interpersonal Communication	
<i>Core Business Requirements</i>		
ACCT 205	Accounting & Finance for Business Professionals	3

BUS 161 or BUS 162	Business Essentials Quantitative Business Essentials	3
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3
ECON 231	Microeconomics	3
MGMT 130 or MBA 544	Management & Leadership People-Focused Management	3
MKTG 131	Sales and Marketing	3
Required Courses		
BCOM 247	Business Writing	3
MKTG 223	Public Relations	3
COMM 260	Social Media	3
BCOM 323	Intermediate Public Relations	3
BCOM 423	Advanced Public Relations	3
COMM 265	Journalism	3
Select three of the following:		9
MKTG 325	Promotion & Advertising	
COMM 250	Intro To Mass Communication	
COMM 321	Media Writing	
BCOM 380	Organizational Communication	
GD 110	Graphic Design I	
BUS 335	Nonprofit Fundraising and Grant Writing	
Total Hours		54