



Bachelor of Arts in: Public Relations

For Students Following the:
2024-2025 catalog
2025-2026 catalog

COLLEGE OF INFORMATICS

COMPUTATION ■ INFORMATION ■ COMMUNICATION

Name:

Student ID:

Catalog Year:

REQUIRED FOUNDATION OF KNOWLEDGE COURSE (6-9 Hours)

Course		Pre-req	Credits	Term	Grade
JOU 110 OR EMB 100	Introduction to Mass Communication Media Literacy		3 3		

AND

CMST101 OR CMST110	Public Speaking Introduction to Communication Studies		3 3		
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OR

HNR 101 AND HNR 102	Intro to Honors Learning Interdisciplinary Research Process	Honors Admit Status HNR 101 or ENG 101 or ENG 104	3 3		
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CORE COURSES (40 Hours)

Course		Pre-req	Credits	Term	Grade
INF 100	Orientation to College of Informatics	Freshman Standing or Department Approval	1		
EMB 140	Introduction to Media Aesthetics		3		
JOU 220	News Writing	ENG 101 (≥ C)	3		
CMST220	Interpersonal Communication	CMST101 or 110 or HNR 101 & HNR 102	3		
PRE 275	Principles of Public Relations		3		
CMST303 OR CMST305	Organizational Communication Business & Professional Communication	CMST101 or 110 or HNR 101 & HNR 102 CMST101 or 110 or HNR 101 & HNR 102	3 3		
CMST340 OR PRE 300	Strategies of Persuasion Event Planning and Messaging	CMST101 or 110 or HNR 101 & HNR 102 Junior Standing	3 3		
PRE 376	Public Relations Writing	PRE 275 or JOU 220	3		
PRE 385	Public Relations Research Methods	PRE 275	3		
PRE 377	Public Relations Case Studies & Campaigns	PRE 275	3		
JOU 321 OR PRE 305	Digital Publishing Digital Media Strategies & Metrics	EMB 100 or JOU 110 PRE 275 or Junior Standing	3 3		
PRE 400	Client Relationship Management	PRE 275	3		
JOU 485	Mass Communication Law	JOU 110 or Junior Standing	3		
ELECTIVE	CMST, DFX, EMB, HCOM, JOU, PRE, or POP 300-400 Level Elective	See Catalog	3		

Notes

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APPLIED EXPERIENTIAL COURSES (3 Hours) - Choose One					
Course		Pre-req	Credits	Term	Grade
PRE 396	Public Relations Internship	PRE 376 & Junior Standing & Instructor Consent	3		
PRE 492	Directed Research	Junior Standing or Instructor Consent	0-6		
PRE 499	Independent Study in Public Relations	Junior Standing and Instructor Consent	1-3		

Notes

Students must earn a grade of "C-" or better and a 2.00 GPA in all courses that apply to the major.
Please consult with your advisor and the appropriate University Course Catalog for all other degree requirements.

ALSO: Students may not double count School of Media & Communication courses toward the Public Relations major and other majors and minors in the School of Media & Communication unless the course is required as the only option in the Public Relations major and other majors and minors in the School of Media & Communication.