

University of Northern Iowa Department of Communication and Media
Public Relations Major: Sports Emphasis
2025-2026 Degree Requirement - 60 hours

Required Core Courses: (21 hrs.)		Credits
<input type="checkbox"/> CM CORE 1001 Digital Toolbox		3
<input type="checkbox"/> CM CORE 2020 Communication Research Methods		3
<input type="checkbox"/> COMM 3155 Professional and Public Communication		3
<input type="checkbox"/> CM CORE 3255 Advocacy Campaigns		3
<input type="checkbox"/> COMM 3455 Creativity, Storytelling and Identity		3
<input type="checkbox"/> CM CORE 4124 Communication and Media Theories		3
<input type="checkbox"/> CM CORE 3900 Internship in Communication and Media (Jr.; Internship coordinator approval)		3

Required Courses: Public Relations (12 hrs.)		
<input type="checkbox"/> COMM PR 1811 Principles of Public Relations		3
<input type="checkbox"/> COMM PR 3855 Public Relations Writing		3
<input type="checkbox"/> COMM PR 4811 Public Relations: Cases and Studies (Sr.)		3
<input type="checkbox"/> COMM PR 4857 Crisis Communication (Jr.) or COMM PR 4859 Social Media		3

Required Courses: Digital Media (9 hrs.)		
<input type="checkbox"/> COMM DM 1620 Fundamentals of Journalism		3
<input type="checkbox"/> COMM DM 2653 News Writing for Media (CM CORE 1010; COMM DM 1620)		3
<input type="checkbox"/> COMM DM 3659 Editing and Design (COMM DM 2653)		3

Required Courses: Business (9 hrs.)		
<input type="checkbox"/> ACCT 2120 Principles of Financial Accounting		3
<input type="checkbox"/> ECON 1031 Introduction to Business Economics OR <input type="checkbox"/> ECON 1041 Principles of Macroeconomics		3
<input type="checkbox"/> MKTG 2110 Principles of Marketing (ECON 1030 or ECON 1041)		3

Sports Public Relations Courses: (9 hrs.)		
<input type="checkbox"/> COMM PR 4822 Global Public Relations (Jr.)		3
<input type="checkbox"/> COMM PR 4858 Sports Public Relations (Jr.)		3
<input type="checkbox"/> KINES 3125 Introduction to Sport Administration OR <input type="checkbox"/> COMM DM 3660 Sports Journalism (CM CORE 1001; COMM DM 2653)		3

For more information, please contact:
Ari Sullivan, Academic Advisor
Email: Ari.Sullivan@uni.edu



**Public Relations Major: Sports Emphasis
Sample Plan of Study**

Freshman Fall			
COMM 1000	Oral Communication		3 hrs.
ENGLISH 1005 (or equivalent)	College Writing and Research (or equivalent)		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
Total			15 hrs.
Freshman Spring			
CM CORE 1001	Digital Toolbox		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
Total			15 hrs.
Sophomore Fall			
COMM PR 1811	Principles of Public Relations		3 hrs.
COMM DM 1620	Fundamentals of Journalism		3 hrs.
ECON 1031 OR	Introduction to Business Economics		3 hrs.
ECON 1041	Principles of Macroeconomics		
	UNIFI/General Education or University Electives		6 hrs.
Total			15 hrs.
Sophomore Spring			
CM CORE 2020	Communication Research Methods		3 hrs.
ACCT 2120	Principles of Financial Accounting (Soph.)		3 hrs.
COMM PR 3855	Public Relations Writing (COMM DM 1620)		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
Total			15 hrs.
Junior Fall			
CM CORE 4124	Communication and Media Theories		3 hrs.
COMM DM 2653	News Writing and Reporting		3 hrs.
CM CORE 3255	Advocacy Campaigns		3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 or 1041)		3 hrs.
	UNIFI/General Education or University Electives		3 hrs.
Total			15 hrs.
Junior Spring			
COMM PR 4858	Sports Public Relations (Jr.)		3 hrs.
COMM 3155	Professional and Public Communication		3 hrs.
MKTG 3173	Product Management (MKTG 2110; ECON 1031 or 1041; Jr.)		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
Total			15 hrs.
Senior Fall			
COMM PR 4822	Global Public Relations (Jr.)		3 hrs.
COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)		3 hrs.
COMM 3455	Creativity, Storytelling and Identity		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
Total			15 hrs.
Senior Spring			
CM CORE 3900	Internship in Communication and Media (Jr.; Internship coordinator approval)		3 hrs.
COMM PR 4811	Public Relations: Cases and Studies (Sr. or instructor consent)		3 hrs.
KINES 3125 OR	Introduction to Sport Administration		3 hrs.
COMM 3660	Sports Journalism (SM CORE 1001; COMM DM 2653)		
	UNIFI/General Education or University Electives		6 hrs.
Total			15 hrs.
Total Hours			120 hrs.

Students should regularly meet with their academic advisor to plan their specific semester schedule.