

**University of Northern Iowa Department of Communication and Media**  
**Public Relations Major: Strategic Emphasis**  
**2025-2026 Degree Requirements - 60 hours**

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

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

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

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

<b>Strategic Public Relations Courses: (9 hrs.)</b>	
<input type="checkbox"/> <b>COMM PR 4822</b> Global Public Relations (Jr.) <b>OR</b>	3
<input type="checkbox"/> <b>COMM PR 4858</b> Sports Public Relations (Jr.)	
<input type="checkbox"/> <b>COMM 3055</b> Organizational Communication	3
<input type="checkbox"/> <b>MGMT 3965</b> Organizational Behavior (Jr.)	3

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



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

**Freshman Fall**

COMM 1000	Oral Communication	3 hrs.
ENGLISH 1005	College Writing and Research	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Freshman Spring**

CM CORE 1001	Digital Toolbox	3 hrs.
	UNIFI/General Education or University Electives	12 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Sophomore Fall**

COMM PR 1811	Principles of Public Relations	3 hrs.
COMM DM 1620	Fundamentals of Journalism	3 hrs.
ECON 1031 <b>OR</b>	Introduction to Business Economics	3 hrs.
ECON 1041	Principles of Macroeconomics	
	UNIFI/General Education or University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Sophomore Spring**

COMM 3055	Organizational Communication	3 hrs.
CM CORE 2020	Communication Research Methods	3 hrs.
ACCT 2120	Principles of Financial Accounting (Soph.)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Junior Fall**

CM CORE 4124	Communication and Media Theories	3 hrs.
COMM DM 2653	News Writing for Media (CM CORE 1010 & COMM DM 1620)	3 hrs.
COMM PR 3855	Public Relations Writing	3 hrs.
MKTG 2110	Principles of Marketing (ECON 1031 or 1041)	3 hrs.
	UNIFI/General Education or University Electives	3 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Junior Spring**

COMM 3155	Professional and Public Communication	3 hrs.
COMM DM 4630	Digital Media Law and Ethics	3 hrs.
CM CORE 3255	Advocacy Campaigns	3 hrs.
COMM 3455	Creativity, Storytelling and Identity	3 hrs.
	UNIFI/General Education or University Electives	3 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Senior Fall**

COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)	3 hrs.
COMM PR 4811	Public Relations: Cases and Studies	3 hrs.
MGMT 3965	Organizational Behavior (Jr.)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
<b>Total</b>		<b>15 hrs.</b>

**Senior Spring**

CM CORE 3900	Internship in Communication and Media (Jr.; Intern coordinator approval)	3 hrs.
COMM PR 4822 <b>OR</b>	Global Public Relations (Jr.)	3 hrs.
COMM PR 4855	Sports Public Relations	
	UNIFI/General Education or University Electives	9 hrs.
<b>Total</b>		<b>15 hrs.</b>
<b>Total Hours</b>		<b>120 hrs.</b>

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