

University of Northern Iowa Department of Communication and Media
Public Relations Major: Special Events Emphasis
2024-2025 Degree Requirements - 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"/> COMM PR 3900 Internship in Public Relations (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	3
<input type="checkbox"/> COMM PR 4857 Crisis Communication (Jr.) OR	3
<input type="checkbox"/> COMM PR 4859 Social Media (Jr.)	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 and Reporting (COMM CORE 1010; COMM DM 1620)	3
<input type="checkbox"/> COMM DM 3659 Editing and Design (COMM DM 2653 or instructor consent)	3

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

Special Events Public Relations Courses: (9 hrs.)	
<input type="checkbox"/> COMM PR 4856 Public Relations Special Events Planning (Jr.)	3
<input type="checkbox"/> COMM PR 4858 Sports Public Relations (Jr.)	3
<input type="checkbox"/> MKTG 3146 Digital Advertising (MKTG 2110; ECON 1031 or 1041; Jr.) OR	3
<input type="checkbox"/> MKTG 3153 Professional Selling (MKTG 2110; ECON 1031 or 1041; Jr.)	3

For more information, please contact:
 Lori Johnson, Advising Coordinator
 Email: Lori.Johnson@uni.edu



**Public Relations Major: Special Events Emphasis
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			
COMM COR 1001	Digital Toolbox		3 hrs.
	UNIFI/General Education or University Electives		12 hrs.
		Total	15 hrs.
Sophomore Fall			
COMM DM 1620	Fundamentals of Journalism		3 hrs.
COMM PR 1811	Principles of Public Relations		3 hrs.
ECON 1031 OR	Introduction to Business Economics		3 hrs.
ECON 1041	Principals of Macroeconomics		6 hrs.
	UNIFI/General Education or University Electives		6 hrs.
		Total	15 hrs.
Sophomore Spring			
COMM COR 2020	Communication Research Methods		3 hrs.
ACCT 2120	Principles of Financial Accounting (Soph.)		3 hrs.
COMM PR 4856	Public Relations Special Events Planning (Jr.)		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
		Total	15 hrs.
Junior Fall			
COMM COR 4124	Communication and Media Theories		3 hrs.
COMM DM 2653	News Writing and Reporting (COMM COR 1010 & COMM DM 1620)		3 hrs.
COMM PR 3855	Public Relations Writing (COMM DM 1620)		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 3155	Professional and Public Communication		3 hrs.
CM CORE 3255	Advocacy Campaigns		3 hrs.
COMM 3455	Creativity, Storytelling and Identity		3 hrs.
RTNL 3777	Special Events Management		3 hrs.
or RTNL 3778	Community Based Tourism		3 hrs.
or RTNL 2120	Foundations of Tourism		3 hrs.
	UNIFI/General Education or University Electives		3 hrs.
		Total	15 hrs.
Senior Fall			
COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)		3 hrs.
COMM PR 4858	Sports Public Relations (Jr.)		3 hrs.
MKTG 3153	Professional Selling (MKTG 2110; ECON 1031 or 1041; Jr.)		3 hrs.
	UNIFI/General Education or University Electives		6 hrs.
		Total	15 hrs.
Senior Spring			
COMM PR 3900	Internship in Public Relations (Jr.; internship coordinator approval)		3 hrs.
COMM PR 4811	Public Relations: Cases and Studies (Sr. or instructor consent)		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
		Total Hours	120 hrs.