

University of Northern Iowa Department of Communication and Media
Public Relations Major: Sports Emphasis
2024-2025 Degree Requirement - 60 hours

Required Core Courses: (21 hrs.)	Credits
<input type="checkbox"/> CM CORE 1010 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	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	3
<input type="checkbox"/> ECON 1041 Principles of Macroeconomics	
<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	3
<input type="checkbox"/> COMM DM 3660 Sports Journalism (CM CORE 1001; COMM DM 2653)	

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



**Public Relations Major: Sports 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		
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	3 hrs.
	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		
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.
KINES 3125 OR	Introduction to Sport Administration	3 hrs.
COMM 3660	Sports Journalism (SM CORE 1001; COMM DM 2653)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
	Total	15 hrs.
	Total Hours	120 hrs.