

University of Northern Iowa Department of Communication and Media
Public Relations Major: Strategic 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 (Sr.)	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 for Media (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	
<input type="checkbox"/> MKTG 2110 Principles of Marketing (ECON 1031 or 1041)	3

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

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



**Public Relations Major: Strategic Emphasis
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.
		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			
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.
		Total	15 hrs.

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.
		Total	15 hrs.

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.
		Total	15 hrs.

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.
		Total	15 hrs.

Senior Spring			
COMM PR 3900	Internship in Public Relations (Jr.; Internship coordinator approval)		3 hrs.
COMM PR 4822 OR	Global Public Relations (Jr.)		3 hrs.
COMM PR 4855	Sports Public Relations		3 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
		Total Hours	120 hrs.