

University of Northern Iowa Department of Communication and Media
Public Relations Major: Special Events Emphasis
2023-2024 Degree Requirements—60 hours

- ✓ File a new Declaration of Curriculum with the department in order to declare a major or minor
- ✓ PR majors MUST receive a C or better in all major classes
- ✓ 2.5 cumulative GPA or above is required for graduation by the Department of Communication and Media

Required Core Courses: (9 hrs.)

<input type="checkbox"/>	COMM COR 1010	Mass Communication and Society	3 hrs.
<input type="checkbox"/>	COMM COR 2020	Communication Research Methods	3 hrs.
<input type="checkbox"/>	COMM COR 4124	Communication and Theories	3 hrs.

Required Courses: Public Relations: (18 hrs.)

<input type="checkbox"/>	COMM PR 1811	Principles of Public Relations	3 hrs.
<input type="checkbox"/>	COMM PR 3855	Public Relations Writing (COMM DM 1620)	3 hrs.
<input type="checkbox"/>	COMM PR 4811	Public Relations: Cases and Studies (Sr. or instructor consent)	3 hrs.
<input type="checkbox"/>	COMM PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4857	Crisis Communication	3 hrs.
<input type="checkbox"/>	COMM PR 3900 OR	Internship in Public Relations (Jr.; Internship coordinator approval)	3 hrs.
<input type="checkbox"/>	COMM PR 3179	Cooperative Education	

Required Course: Communication (3 hrs.)

<input type="checkbox"/>	COMM 3155	Business & Professional Oral Communication	3 hrs.
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Required Courses: Journalism (9 hrs.)

<input type="checkbox"/>	COMM DM 1620	Fundamentals of Journalism	3 hrs.
<input type="checkbox"/>	COMM DM 2653	News Writing for Media (COMM COR 1010, COMM DM 1620)	3 hrs.
<input type="checkbox"/>	COMM DM 3659 OR	Editing and Design (COMM DM 2653 or instructor consent)	3 hrs.
<input type="checkbox"/>	COMM DM 1651	Digital Media Production I	3 hrs.

Required Courses: Business (6 hrs.)

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

Special Events Public Relations Courses: (12 hrs.)

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

For additional information contact:

UNI Department of Communication and Media
 Lang Hall 326 | 319-273-2217

**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 1010	Mass Communication and Society		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 PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)		3 hrs.
RTNL 3777	Special Events Management		3 hrs.
COMM 3155	Business and Professional Oral Communication		3 hrs.
	UNIFI/General Education or University Electives		3 hrs.
		Total	15 hrs.

Senior Fall			
COMM PR 4858	Sports Public Relations (Jr.)		3 hrs.
COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)		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 3179 OR	Cooperative Education		3 hrs.
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)		9 hrs.
	UNIFI/General Education or University Electives		9 hrs.
		Total	15 hrs.
		Total Hours	120 hrs.