

# University of Northern Iowa Department of Communication and Media

## Public Relations Major: Sports 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 Media 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 (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 3179 OR	Cooperative Education	3 hrs.
<input type="checkbox"/>	COMM PR 3900	Internship in Public Relations (Jr.; Internship coordinator approval)	3 hrs.

#### 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	Editing and Design (COMM DM 2653 or instructor consent)	3 hrs.

#### Required Courses: Business (9 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.

#### Required Courses: Sports Public Relations (12 hrs.)

<input type="checkbox"/>	COMM PR 4858	Sports Public Relations (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4859	Social Media (Jr.)	3 hrs.
<input type="checkbox"/>	KINES 3125 OR	Introduction to Sport Administration	3 hrs.
<input type="checkbox"/>	MKTG 3143	Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3156 OR	Services Marketing (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3173	New Product Management (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: Sports Emphasis  
Plan of Study**

<b>Freshman Fall</b>		
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.
	<b>Total</b>	<b>15 hrs.</b>

<b>Freshman Spring</b>		
COMM COR 1010	Mass Communication and Society	3 hrs.
	UNIFI/General Education or University Electives	12 hrs.
	<b>Total</b>	<b>15 hrs.</b>

<b>Sophomore Fall</b>		
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.
	<b>Total</b>	<b>15 hrs.</b>

<b>Sophomore Spring</b>		
COMM COR 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.
	<b>Total</b>	<b>15 hrs.</b>

<b>Junior Fall</b>		
COMM COR 4124	Communication and Media Theories	3 hrs.
COMM DM 2653	News Writing for Media (COMM COR 1010; COMM DM 1620)	3 hrs.
COMM PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)	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>

<b>Junior Spring</b>		
COMM PR 3844/5844	Public Relations: Integrated Communications (Jr.)	3 hrs.
COMM 3155	Business and Professional Oral Communication	3 hrs.
MKTG 3173	New Product Management (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
	<b>Total</b>	<b>15 hrs.</b>

<b>Senior Fall</b>		
COMM PR 4858	Sports Public Relations (Jr.)	3 hrs.
COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)	3 hrs.
MKTG 3156	Services Marketing (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
	<b>Total</b>	<b>15 hrs.</b>

<b>Senior Spring</b>		
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)	3 hrs.
KINES 3125 OR	Introduction to Sport Administration	3 hrs.
MKTG 3143	Advertising and Promotion (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
	<b>Total</b>	<b>15 hrs.</b>
	<b>Total Hours</b>	<b>120 hrs.</b>