

University of Northern Iowa Department of Communication and Media

Public Relations Major: Strategic 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 for Public Relations Major: (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 3179 OR	Cooperative Education	3 hrs.
<input type="checkbox"/>	COMM PR 3900	Internship in Public Relations (Jr.; Internship coordinator approval)	3 hrs.
<input type="checkbox"/>	COMM PR 4857	Crisis Communication (Jr.)	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 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 (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.

Strategic Public Relations Courses: (12 hrs.)

<input type="checkbox"/>	COMM 3055	Organizational Communication	3 hrs.
<input type="checkbox"/>	COMM PR 4822 OR	Global Public Relations (Jr.)	3 hrs.
<input type="checkbox"/>	COMM PR 4858	Sports Public Relations	3 hrs.
<input type="checkbox"/>	MGMT 3153	Organizational Management (Jr.)	3 hrs.
<input type="checkbox"/>	MKTG 3113	Consumer Behavior (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: 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

COMM COR 1010	Mass Communication and Society	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 COR 2020	Communication Research Methods	3 hrs.
ACCT 2120	Principles of Financial Accounting (Soph.)	3 hrs.
COMM 3055	Organizational Communication	3 hrs.
	UNIFI/General Education or University Electives	6 hrs.
Total		15 hrs.

Junior Fall

COMM COR 4124	Communication Theories	3 hrs.
COMM DM 2653	News Writing for Media (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	Business and Professional Oral Communication	3 hrs.
COMM PR 4855	Public Relations Campaign Methods (COMM PR 1811; Jr.)	3 hrs.
COMM DM 4630	Digital Media Law and Ethics	3 hrs.
MKTG 3113	Consumer Behavior (MKTG 2110; ECON 1031 or 1041; Jr.)	3 hrs.
	UNIFI/General Education or University Electives	3 hrs.
Total		15 hrs.

Senior Fall

COMM PR 4811	Public Relations: Cases and Studies (Sr.)	3 hrs.
COMM DM 3659	Editing and Design (COMM DM 2653 or instructor consent)	3 hrs.
MGMT 3153	Organizational Management (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 (Jr.; Internship coordinator approval)	3 hrs.
COMM PR 4022 OR	Global Public Relations	3 hrs.
COMM PR 3844	Public Relations Integrated Communications (Jr.)	3 hrs.
	UNIFI/General Education or University Electives	9 hrs.
Total		15 hrs.
Total Hours		120 hrs.