

Public Relations-Business, B.S.

Major	71-74
General Education	45
Electives to = 124	
TOTAL	124

Public Relations Required Courses

BRDC 127 - Introduction to Digital Storytelling 3 hours
COMM 397 - Communication Research (W) 3 hours
JOUR 105 - Writing for the Media 3 hours
PREL 246 - Fundamentals of Advertising 3 hours
PREL 310 - Social Media Strategies 3 hours
PREL 392 - Public Relations Internship 1-3 hours [300 clock hours] 3 hours required
PREL 455 - Public Relations Strategy and Management 3 hours
PREL 482 - The Public Relations Campaign (SERV-2) 3 hours
PREL 485 - Public Relations Techniques 3 hours
ARTG 115 - Introduction to Graphic Design 3 hours
or
JOUR 208 - Publication Tools and Techniques 3 hours
COMM 240 - Communication Theory 3 hours
or
PREL 235 - Public Relations Principles and Theory 3 hours

Plus, select three (3) hours from the following:

BUAD 358 - Ethical, Social, and Legal Environment of Business (W) 3 hours
COMM 427 - Mass Media Law and Ethics 3 hours

Business Required Courses

ACCT 221 - Principles of Accounting I 3 hours
ACCT 222 - Principles of Accounting II 3 hours
BMKT 326 - Principles of Marketing 3 hours
BUAD 201 - Business Major Qualification 0 hours
BUAD 217 - Business-Computer Concepts and Applications 3 hours
BUAD 305 - Introduction to Business Analytics 3 hours
BUAD 312 - Professional Communication and Leadership 3 hours
BUAD 339 - Business Law 3 hours
BUAD 488 - Seminar in Business Administration 1 hour
ECON 224 - Principles of Macroeconomics 3 hours
FNCE 315 - Principles of Finance 3 hours
MATH 117 - College Algebra 3 hours (only if MATH ACT below 18)
MGNT 334 - Principles of Management 3 hours
MGNT 464 - Business Strategies (W) 3 hours
BUAD 412 - Preparing to Meet the Firms 1 hour
or
COMM 415 - Portfolio and Career 1 hour

Recommended Course:

PREL 368 - Fundraising for Nonprofits (SERV-2) 3 hours