School of Informatics, Humanities and Social Sciences
Department of Arts and Humanities

BACHELOR OF ARTS IN PUBLIC RELATIONS AND ADVERTISING (120 CREDITS)

The list of course requirements below is for guidance only. Always review your individual check sheet for your degree requirements and progress. For full course descriptions, see the RMU Course Catalog. **For more information, contact:**

Dr. Sun-A Park, Lead-faculty in the major at park@rmu.edu

Dr. Petros Malakyan, Department Head of Communication and Organizational Leadership at malakyan@rmu.edu

RMU CORE COURSES - 39 CREDITS REQUIRED			
CSEN; or CSCM	1010; or 2050	Reading & Writing Strategies; or Intercultural Communications (Honors section: CSHR2050)	3
CSEN	1020	Argument & Research (Honors section: CSHR1020)	3
CSCM	1030	Public Speaking & Persuasion (Honors section: CSHR1030)	3
CSCM	2040	Professional Communication in Workplace (Honors section: CSHR2040)	3
ECON	1010	Survey of Economics (Honors section: 1015)	3
HUMA	1010	Humanities: Art and Music (Honors section: 1015)	3
INFS	1020	Fundamentals of Information Technology (Honors section: 1025)	3
MATH; or STAT	1050; or 2110	Math Reasoning/Applications: or Statistics	3
PSYC	1010	General Psychology	3
SOCI; or SOCI	1010; or 1020	Principles of Sociology: or Contemporary American Social Problems (Honors section: 1025)	3
HIST; or POLS	____; or 1020	History Elective Choose from: 1100 (Honors section: 1105), 1200, 1500, 1600, 1700, or 1800; or American National Government	3
ENGL	____	Literature Elective Choose from 1040, 1050, 1060, 2030, 2040, 2055 (Honors section: 2065), or 2080	3
____	____	Natural Science Elective Choose from BIOL1040, BIOL1050, BIOL1060, BIOL1250, BIOL1320, CHEM1220, ENVS1140, ENVS1160, ENVS1170, GEOL1090 (HNRS: GEOL1095), GEOL1100, GEOL1130, PHYS1060, or SCIE1020	3

PUBLIC RELATIONS AND ADVERTISING MAJOR - 48 CREDITS REQUIRED – Minimum grade of "C" must be earned for each course

Core Courses - 9 Credits Required			
COMM	1500	Ethics, Technology and Culture	3
COMM	2030	Communication Theory	3
COMM	2900	Research Methods in Communication	3

Required Major Courses - 18 Credits Required			
COMM	2000	Foundations in Public Relations	3
COMM	2015	Fundamentals of Advertising	3
COMM	3301	Writing for Advertising and PR	3
PRAD	2800	Creative Thinking & Strategy	3
PRAD	3800	Research in Public Relations and Advertising	3
PRAD	4800	Integrated Media Campaigns	3

Restricted Elective Courses – 18 Credits Required – Select six (6) from the listed courses – Minimum grade of "C" required				
COMM	3050	Advertising and Comm Strategies	3	
COMM	3070	Media Effects	3	
COMM	3110	Persuasion for Advertising and Public Relations	3	
COMM	3120	Environmental Communication	3	
COMM	3140	Health Communication Campaign	3	
COMM	3150	Reputation Management	3	
COMM	3180	Risk and Crisis Communication	3	
COMM	4030	Public Relations Practices in Global Societies	3	
COMM	4040	Social Media and Public Relations	3	18

Interdisciplinary Course - 3 Credits Required			
ARTM	____	One ARTM (Media Arts) course – Minimum grade of "C" must be earned	3

ELECTIVE COURSES- 33 CREDITS REQUIRED

Recommended Electives (12) - Select four (4) from			
COMM	4050	Interactive Advertising Campaigns Minimum grade of "C" must be earned	3
PRAD	4903-09	PRAD Internship (max 9 credits) Minimum grade of "C" must be earned	3-9
MARK; or SPMG; or ORGL	2000; or 4410; or ____	Other courses as approved by the department	3
MARK; or SPMG; or ORGL	2000; or 4410; or ____	Other courses as approved by the department	3
			12

Minimum grade of "C" required for courses in the major.
A cumulative GPA of 2.00 or higher is required for graduation.

AND

Open Electives (21): Recommended a minor/double major			
____	____	Open Elective	3
____	____	Open Elective	3
____	____	Open Elective	3
____	____	Open Elective	3
____	____	Open Elective	3
____	____	Open Elective	3
____	____	Open Elective	3