Rationale for Public Relations Program Revision

Considering the changing academic trend and recommendations by the five-year academic review, the public relations program proposes a revised program in the areas of core, elective and cognate requirements.

1. Core requirements
In addition to the five core public relations courses (COM215 Survey of Public Relations, COM313 PR Writing, COM317 PR Research, COM415 Cases in PR, COM416 PR Campaign) currently offered by the Public Relations program in accordance with the public relations undergraduate education guideline by Public Relations Society of America (PRSA), the current PR majors face the need to learn basic graphic design skills that enable them to produce creative public relations materials that range from print materials (e.g., brochures, fliers, signs) to online ones such as web page development and social media management. Currently, major institutions offering public relations program provide the graphic design related core courses: Introduction to Graphic Design of Syracuse University, Digital Design & Layout by U. of Florida, Desktop Multimedia by Florida State University and Digital Design in Communication in Rochester Institute of Technology. These graphic design skills became to be indispensable capacity for public relations majors who are looking for jobs at the public relations and other media related industries. So, the PR program propose to move the current elective course of COM315 Design & Layout for Media into a public relations core course.

2. Elective requirements
Considering the rapid change of the public relations environment and accompanying development of new courses, it is not appropriate to designate specific courses for the public relations electives. Instead, the public relations program decided to let students choose two courses from PRL prefix under advisement (e.g., PRL 314 Crisis Communication, PRL 316 Survey of Health Communication, PRL 318 Event Planning, PRL395 Social Media Strategy, PRL 498 PR Internship) and two courses from BRC, COM, and JLM prefix, at least one upper level course (300 or 400 level) under advisement.

In addition, having observed the expanding boundaries of public relations into diverse academic disciplines, government and nongovernmental sectors, it is reasonable to open the selection of public relations elective courses outside Communication Studies Department to student choice under advisement, which also reduces the administrative load of writing program deviations. So, the PR program decided to let student choose two courses, at least one from upper division, from one major of MKT, CRW, GLS, HSC, MGT, PSY, CRJ, SOC, THT, ART, HDV, MUS, or PED under advisement.

4. Cognate requirement
Because both CSC 101 Tools for Computing and MAT158 Introduction to Statistics are infused into the core public relations courses like PRL 317 PR Research, PRL416 Capstone in PR, PRL 313 PR Writing, and PRL 315 Design & Layout for Media, PR program decided to eliminate PR cognate requirement.
Public Relations Major – B.A. Degree
(45 cr)

[Current Courses]
A. Core Requirements (24 cr)
   COM100 Foundations of Communication
   COM210 Critical Thinking and Public Speaking
   COM215 Survey of Public Relations
   COM313 Writing for PR and Mass Media
   COM317 Public Relations Research
   COM415 Case Studies in Public Relations
   COM416 Capstone in Public Relations
   BRC108 Introduction to Mass Media

B. Elective Requirement (18 cr)
   Select four courses (12 sh) from BRC, COM, or JLM under advisement. At least 3 courses (nine semester hours must be at the 300 or 400 level)

   Select one sequence from the following
   1. JLM209 Introduction to Newswriting/Reporting
      JLM 309 Advanced Newswriting/Reporting
   2. MKT250 Marketing Principles, and one of the following courses.
      MKT370 Consumer Behavior
      MKT375 Marketing Research
      MKT390 Global Marketing
      MKT467 Advertising and Promotion
   3. POL205 American Government and Politics & POL405 Mass Media and Public Opinion
      Or
      POL201 Global Politics
      POL330 Internet Politics

   An appropriate sequence (one lower division and one upper division course) approved by adviser.

C. Cognate Requirements (3 cr)
   Select one course from the following:
   CSC 101 Tools for Computing
   MAT 158 Introduction to Statistics A

[Updated Courses]
A. Core Requirement (27 cr)
   BRC108 Introduction to Mass Media
   COM100 Foundations of Communication
   COM210 Critical Thinking and Public Speaking
   PRL215 Survey of Public Relations
   PRL313 Writing for PR and Mass Media
   PRL315 Design & Layout for Media
   PRL317 Public Relations Research
   PRL415 Case Studies in Public Relations
   PRL416 Capstone in Public Relations

B. Elective Requirement (18 cr)\(^1\)
   Select two courses (6 cr) from upper division PRL (300 or 400 level)

   Select two courses (6 cr) from BRC, COM, JLM, at least one from upper division (300 or 400 level)

   Select two courses (6 cr) from one of the following majors; MKT, CRW, GLS, HSC, MGT, PSY, CRJ, SOC, THT, ART, HDV, MUS, PED under advisement, at least one from upper division.

C. Cognate requirement (None)

\(^1\) Some courses may have prerequisites.