

PUBLIC RELATIONS MANAGEMENT

Public Relations Management

The Bachelor of Arts Degree in Mass Media Arts with a concentration in Public Relations curricula is designed to equip students with the knowledge, skills, and ethical understanding needed to excel in the dynamic field of strategic communication and public relations. Students are prepared for careers in corporate communication, public relation agencies, nonprofit organizations, government agencies and other sectors where effective communication is essential.

Student Learning Outcomes

Graduates with a **Concentration in Public Relations Management** will be able to:

1. Apply research and evaluation methods and techniques in surveying, measuring, and interpreting public opinion and the attitudes and values of appropriate internal and external audiences for effective public relations management.
2. Apply the principles, theories, strategies, techniques, and practices of the public relations profession in the planning, development, and execution of public relations campaigns and activities.
3. Apply legal and ethical considerations in decision-making.
4. Use a variety of new technology tools and software, including design and layout, presentation, creativity, calendar, research, and public relations management for public relations campaigns and projects.
5. Develop and manage integrated social media marketing strategies for communication-related media plans and industries.

Public Relations Concentration

Required Courses for the Public Relations Concentration

(In addition to the MMA Major Core Courses)

Code	Title	Hours
Public Relations Concentration		
CMMA 307	PR Principles,Practice,Theory	3
CMMA 310	Public Opinion & Propaganda	3
CMMA 313	Photojournalism	3
CMMA 318	PR Media Dev & Copy Editing	3
CMMA 338	Media Advertising & Sales	3
CMMA 418	PR Research & Evaluation	3
CMMA 485	Public Relations Campaigns	3
CMMA 487	Media Arts Studies (Take a Public Relations related topic)	3
CMMA 489	Internship	3
Total Hours		27

Code	Title	Hours
Public Relations Concentration Cognate Courses		
CENG 311	Adv Grammar & Composition	3
CPSC 322	International Relations	3
CSTA 304	Business & Professional Speech	3
CBUS 325	Business Communication	3

CBUS 335	Principles of Marketing	3
CBUS 340	Principles of Management	3
CSTA 404	Organizational Communication	3
CENG 201	Intro to World Literature I	3
or CENG 202	Intro to World Literature II	
CFLX	Foreign Language Requirement I	3
CFLX	Foreign Language Requirement II	3
Total Hours		30

Public Relations Concentrators must take the following number of Free Elective hours: 9 Credits.

CXXX Free Electives (200-499 level or above) – (9)

Mass Media, B.A., with Public Relations Management Concentration

Course	Title	Hours
First Year		
First Semester		
CXXX	Natural Science Requirement (Area C)	3
CENG 105	College Composition I (Area D)	3
CGED 100	First Year Seminar	1
CMAT 104	Finite Mathematics (Area C)	3
CSTA 101	Fundamentals of Speech (Area D)	3
CXXX	Humanities Requirement (Area A)	3
Hours		16
Second Semester		
CXXX	Financial/Technological Requirement (Area E)	3
CENG 106	College Composition II (Area D)	3
CGED 101	1st-Year Seminar	1
CMAT 105	Pre-Calculus I (Area C)	3
CXXX	Humanities Requirement (Area A)	3
CPSC XXX	Social/Behavioral Sciences Requirement (Area B)	3
Hours		16
Second Year		
First Semester		
CFLX	Foreign Language Requirement I	3
CENG 311	Adv Grammar & Composition	3
CMMA 200	News Writing	3
CMMA 201	Survey of Media & Society	3
CXXX	Humanities Requirement (Area A)	3
Hours		15
Second Semester		
CFLX	Foreign Language Requirement II	3
CENG 201 or CENG 202	Intro to World Literature I or Intro to World Literature II	3
CMMA 203	Multimedia Writing & Reporting	3
Free Elective ¹		3
CMMA 307	PR Principles,Practice,Theory	3
Hours		15

Third Year**First Semester**

CBUS 340	Principles of Management	3
CMMA 310	Public Opinion & Propaganda	3
CMMA 422	Philosophy & Ethics Mass Comm	3
CMMA 315	Mass Communication Research	3
CBUS 325	Business Communication	3
Hours		15

Second Semester

CMMA 318	PR Media Dev & Copy Editing	3
CMMA 418	PR Research & Evaluation	3
CBUS 335	Principles of Marketing	3
CPSC 322	International Relations	3
CSTA 304	Business & Professional Speech	3
Hours		15

Fourth Year**First Semester**

CMMA 487	Media Arts Studies (Section in area of interest)	3
CMMA 485	Public Relations Campaigns	3
CMMA 489	Internship	3
CMMA 313	Photojournalism	3
CMMA 338	Media Advertising & Sales	3
Hours		15

Second Semester

CMMA 425	Communication Law	3
CMMA 490	Media Seminar (PR)	3
CSTA 404	Organizational Communication	3
Free Elective ¹		3
Free Elective ¹		3
Hours		15
Total Hours		122

¹ Free Electives should be chosen in consultation with the advisor depending on the choice of minor or stackable credentials.