

# PUBLIC RELATIONS (BA)

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## Program Requirements

Code	Title	Hours
<b>Lower Division</b>		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
PRLS 260	Public Relations Principles	3
<b>Upper Division</b>		
INMD 360	Media Law	3
PRLS 310	Writing for Public Relations	3
PRLS 340	Public Relations Speech Writing and Delivery	3
PRLS 360	Strategic Communications	3
PRLS 450	Organizational Issues for Public Relations	3
PRLS 460	Public Relations Campaign	3
PRLS 470	Public Relations Internship Course <sup>1</sup>	3
PRLS 480	Public Relations Capstone	3
DGMP, JOUR, PRLS 300-400 Level Electives		3
<b>Total Hours</b>		<b>36</b>

<sup>1</sup> A 300-400 level, three-credit Integrated Media Department elective shall be substituted for an internship if the student does not meet a minimum cumulative 3.00 GPA prior taking the course.