

PUBLIC RELATIONS

Department Website(s):

Public Relations

Integrated Media

The Public Relations Program combines study of communication theory, research techniques, ethics, written and oral content to convey key messages through various media, and corporate planning and communication strategies. Students learn to skillfully manage communication between organizations and the people they serve. Internships with local, national and international organizations provide hands-on experience in campaign planning, corporate communication, and nonprofit organization advocacy.

As part of the Public Relations coursework, students work directly with a local organization in creating a comprehensive public relations plan and media kit.

Public relations skills also enhance other degrees. Political Science students interested in honing their political campaigning skills, students in the humanities with interests in promoting and publicizing the arts, and business students seeking to complement marketing and management concentrations often complete a Public Relations minor.

Public Relations (BA) Major Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3
JOUR 110	Journalistic Writing	3
PRLS 260	Public Relations Principles	3
Upper Division		
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 ¹	3
PRLS 480	Public Relations Capstone	3
DGMP, JOUR, PRLS 300-400 Level Electives		3
Total Hours		36

¹ 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.

Public Relations Minor Program Requirements

Code	Title	Hours
Lower Division		
INMD 101	Media Literacy	3

JOUR 110	Journalistic Writing	3
PRLS 260	Public Relations Principles	3

Upper Division

PRLS 310	Writing for Public Relations	3
PRLS 360	Strategic Communications	3
DGMP, INMD, JOUR, or PRLS 300-400 Level Elective		3

Total Hours **18**

Courses

PRLS 260. Public Relations Principles. (3 Credits)

Theories and principles underlying public relations practice. The history and development of the field, responsibilities and duties, ethics, law, and social responsibility, and survey of practice and techniques.

Prerequisites: INMD 101 with a minimum grade of D

PRLS 310. Writing for Public Relations. (3 Credits)

Theory and models for communication in an array of forms common to PR including utilization of emerging technologies and an emphasis on understanding the target audience.

Prerequisites: PRLS 260 with a minimum grade of D and (JOUR 110 with a minimum grade of D or SOSJ 160 with a minimum grade of D)

Enrollment limited to students with a semester level of Fourth Year (96+ credits), Second Year (26-59.99 credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations, Promotion or Public Relations.

PRLS 330. Research Methods in Public Relations. (3 Credits)

Study and application of qualitative research methods through field research for an actual client with specific emphasis on research design, population sampling, primary data collection, data transcription, analysis and interpretation; survey development, and research reporting.

Prerequisites: PRLS 260 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations.

PRLS 340. Public Relations Speech Writing and Delivery. (3 Credits)

A focus on the variety of public address forms common to the public relations profession, including writing speeches for executives and public figures, and coaching for public and media appearances.

Prerequisites: PRLS 310 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations or Public Relations.

PRLS 356. Sports Media. (3 Credits)

The course content examines the roles of public relations practitioners and journalists through the lens of athletics organizations and sports in society. Students will engage in sporting events coverage that focuses on an array of writing styles, social media strategies, media relationships with sports organizations and athletes, and an in-depth understanding of all sports competitions, primarily those at the collegiate and professional levels.

Prerequisites: INMD 101 with a minimum grade of D and JOUR 110 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

PRLS 360. Strategic Communications. (3 Credits)

Strategic roles and theory-based planning concepts, integrated marketing communication, and analysis of case studies that review communication theory and professional practice.

Prerequisites: PRLS 260 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits), Second Year (26-59.99 credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations or Public Relations.

PRLS 410. Special Topics. (1-4 Credits)

May be repeated for credit.

Course content focuses on emerging issues and topics that relate to public relations practice and philosophy.

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

PRLS 432. CIS:. (3 Credits)

The Core Integration Seminar (CIS) engages the Year Four Question: "Imagining the possible: What is our role in the world?" by offering students a culminating seminar experience in which students integrate the principles of Jesuit education, prior components of the Core, and their disciplinary expertise. Each section of the course will focus on a problem or issue raised by the contemporary world that encourages integration, collaboration, and problem solving. The topic for each section of the course will be proposed and developed by each faculty member in a way that clearly connects to the Jesuit Mission, to multiple disciplinary perspectives, and to our students' future role in the world.

Prerequisites: Prerequisites exist. Refer to Zagweb.

PRLS 450. Organizational Issues for Public Relations. (3 Credits)

A study of the changing nature of the organizational public relations role, including contemporary theoretical models and expanding roles in communication, leadership, and organizational strategy and culture. Emphasis on personal, professional, and corporate ethics.

Prerequisites: PRLS 310 with a minimum grade of D or PRLS 360 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations or Public Relations.

PRLS 460. Public Relations Campaign. (3 Credits)

Applied work for an actual client based on theories of organizational communication, including a campaign plan.

Prerequisites: PRLS 310 with a minimum grade of D and PRLS 340 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations.

PRLS 470. Public Relations Internship Course. (3 Credits)

Pre-professional work experience in public relations with a PR agency, non-profit or organization. 120-140 hours required with onsite supervision by a public relations practitioner. Instructor supports securing an internship, and all internships are to be pre-approved by the instructor. Includes attendance at regular class sessions. Registration requires a minimum cumulative 3.0 G.P.A.

Prerequisites: PRLS 310 with a minimum grade of D and PRLS 360 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations.

PRLS 480. Public Relations Capstone. (3 Credits)

This course involves the completion of a public relations reflection project that integrates and applies prior course work and field work into academic research of contemporary issues in the public relations profession.

Prerequisites: PRLS 310 with a minimum grade of D and PRLS 360 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits).

Enrollment is limited to students with a program in Public Relations.

PRLS 490. Directed Study. (0-3 Credits)

May be repeated for credit.

Individualized study of an issue related to the public relations profession. Fall, Spring, and Summer.

Prerequisites: PRLS 310 with a minimum grade of D

PRLS 497. Elective Internship. (0-3 Credits)

May be repeated for credit.

Pre-professional work experience in public relations with a PR agency, non-profit or organization. All internships are to be approved by the instructor prior to start date.

Prerequisites: PRLS 310 with a minimum grade of D

Enrollment limited to students with a semester level of Fourth Year (96+ credits) or Third Year (60-95.99 credits).

Enrollment is limited to students with a program in Public Relations or Public Relations.