# Public Relations Degree Path: Major with Specialization

**Phase One**

All courses in Phase One must be taken before Phase Two.

- **APR 231** (3): Intro. to Public Relations
- **APR 260** (1): Software Applications I
- **MC 101** (3): Intro. to Mass Communication
- **JCM 103** (1): Mechanics of Media Writing

* Formerly known as JN 150.

**Phase Two**

All courses in Phase Two must be taken before Phase Three.

- **APR 271** (3): Strategic Thinking (PR)
- **APR 280** (3): Investigation and Insights
- **APR 300** (3): Basic Principles of Design
- **JCM 303** (3): News Writing and Reporting

* Formerly known as JN 311.

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## APR Courses Beyond This Point Require a Minimum of 20 Hours in the Major

**Phase Three**

Students who decide to pursue a PR major with a specialization should follow these instructions.

- **APR 332** (3): Public Relations Writing

Note: APR 332 is a prerequisite for all APR courses in Phase Four.

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## Public Relations Specialist

Students who wish to pursue a public relations major with a specialization may begin taking some depth courses during Phase Three (with APR 332).

**Choose a Specialization (6 Credit Hrs.):**

- **Technological and Digital Communication Management**
- **Nonprofit Communication Management**
- **Sport and Entertainment Communication Management**

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## Phase Four

Select the course that most interests you and/or relates to the type of PR career you wish to pursue.

One of the APR courses at right must be completed before Phase Five.

- **APR 415** (3): Online Magazine Writing
- **APR 419** (3): PR Concepting + Implementation
- **APR 423** (3): Management
- **APR 425** (3): Crisis + Emergency Management
- **APR 426** (3): International Public Relations
- **APR 427** (3): Public Relations Leadership
- **APR 423** (3): W
- **APR 425** (3): W
- **APR 419** (3): W
- **APR 426** (3): W
- **APR 427** (3): W

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## Phase Five

All courses in the PR major are prerequisites to APR 433.

- **APR 433** (3): Public Relations Campaigns

* Not typically offered in the summer

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This experiential learning course affords students the opportunity to plan, execute and present a complete public relations campaign for a local, regional, national or international client. Students, working in teams, apply both theoretical and practical knowledge acquired in their previous coursework.