

BACHELOR OF ARTS IN PUBLIC RELATIONS

Program Contact: (<http://catalog.qu.edu/communications/advertising-public-relations/public-relations-ba/laura.willis@qu.edu>)Katie Place (katie.place@qu.edu) 203-582-7804

The Bachelor of Arts in Public Relations program prepares entry-level practitioners for various careers in agency, corporate, government and nonprofit public relations. As a public relations professional, your job is to build relationships between your clients and the people they need to engage. From managing relationships between consumers and their favorite companies to planning an event for a local nonprofit or strategizing social media campaigns, you will learn to connect to our world through public relations. Among the most important essential learning outcomes stressed in the major are critical thinking and reasoning skills. As a major in public relations, you'll have the ability to be more than just a communicator. You will be able to offer strategic counsel to your employers and clients. Your major experience includes courses where you carry out activities for real-world clients including conducting research, proposing strategies and objectives, and producing a full campaign plan that includes collateral materials and evaluation methods.

Our proximity to New York and Boston provides you with valuable internship opportunities to gain real-world experience in global organizations.

The BA in Public Relations requires a minimum of 120 credits for degree completion.

Code	Title	Credits
University Curriculum (http://catalog.qu.edu/academics/university-curriculum/) ¹		46
Required School of Communications core courses ²		
COM 120	Media Industries and Trends	3
COM 130	Visual Design	3
COM 140	Storytelling	3
School of Communications Requirements ³		
Global Issues and Cultures, select two courses		6
Seminars for Success		
COM 101	Communications First-Year Seminar	1
COM 201	Media Career Development	1
Required major courses		
ADPR 101	Intro to Public Relations	3
ADPR 201	Writing for Advertising and Public Relations	3
ADPR 332	Communication Research & Analytics	3
MSS 340	Communications Law and Policy	3
ADPR 450	Crisis Communication Management	3
ADPR 495	Public Relations Campaigns	3
COM 490	Communications Career Internship	3
ADPR Electives		
Select three of the following:		9

ADPR 102	Introduction to Advertising and Integrated Communications
ADPR 215	Web, Mobile & Interactive Design
ADPR 222	Persuasion
ADPR 230	Entertainment Advertising & Public Relations
ADPR 240	Public Relations Management
ADPR 309	Public Diplomacy
ADPR 311	Sports Public Relations (sps 311)
ADPR 320	Strategies for Social Media
ADPR 335	Media Planning
ADPR 341	Corporate Public Relations
ADPR 343	Nonprofit Public Relations
ADPR 344	Global Public Relations Management
ADPR 345	Investor Relations and Financial Communication
ADPR 346	Health Communication
ADPR 348	Event Planning
ADPR 349	Media Relations
ADPR 400	Special Topics
ADPR 405	The Agency
ADPR 410	Branding Strategies
Other courses with chair's approval	
Open SoC Elective	
Select any School of Communications course	3
Free electives	
Select two courses from across the University	6
Minor Courses	18
Total Credits	120

¹ Students majoring in Public Relations will complete their Integrative Capstone Requirement within the major with ADPR 495. In place of those credits, the student will select an additional unrestricted course in the University Curriculum.

² Core must be completed by end of sophomore year.

³ A minimum of 45 credits of a student's total number of credits (includes major, minor, UC, electives, etc.) must be taken at the 200 level or higher.

Minor Requirement

All students majoring in public relations are required to take a minor (typically 18 credits) that will complement their career and/or personal interests. This minor can be from any program either within or outside the School of Communications. However, a student majoring in public relations may not minor within the Department of Advertising and Public Relations, in the advertising and public relations minor.

Shown below is one of many possible paths through the curriculum. Each student's individual academic plan is crafted in consultation with their academic adviser. Course availability, potential transfer credits, student goals, and course prerequisite completion may influence the course plan for each student.

Course	Title	Credits
First Year		
Fall Semester		
EN 101	Introduction to Academic Reading and Writing	3
FYS 101	First-Year Seminar	3
ADPR 101	Intro to Public Relations	3
COM 120	Media Industries and Trends	3
COM 140	Storytelling	3
COM 101	Communications First-Year Seminar	1
Credits		16
Spring Semester		
EN 102	Academic Writing and Research	3
COM 130	Visual Design	3
MA 170	Probability and Data Analysis	3
Minor Course #1		3
University Curriculum Course		3
Credits		15
Second Year		
Fall Semester		
ADPR 201	Writing for Advertising and Public Relations	3
COM 201	Media Career Development	1
Minor Course #2		3
University Curriculum Course		3
University Curriculum Course		3
University Curriculum Course		3
Credits		16
Spring Semester		
ADPR 332	Communication Research & Analytics	3
ADPR Elective		3
Minor Course #3		3
University Curriculum Lab Science		4
University Curriculum Course		3
Credits		16
Third Year		
Fall Semester		
MSS 340	Communications Law and Policy	3
ADPR Elective		3
Minor Course #4		3
Global Issues and Cultures Course		3
University Curriculum Course		3
Credits		15
Spring Semester		
ADPR Elective		3
School of Communications Elective		3
Minor Course #5		3
Global Issues and Cultures Course		3
University Curriculum Course		3
Credits		15
Fourth Year		
Fall Semester		
ADPR 450	Crisis Communication Management	3
COM 490	Communications Career Internship	3

Minor Course #6	3
University Curriculum Course	3
University Curriculum Course	3
Credits	15
Spring Semester	
ADPR 495 Public Relations Campaigns	3
ADPR Elective	3
University Curriculum Course	3
Free Elective	3
Credits	12
Total Credits	120

Student Learning Outcomes

Upon completion of the program, students should be able to demonstrate the following competencies:

1. **Information Fluency and Analysis:** Plan, conduct, analyze and report primary research findings based on a survey, focus group or other appropriate research means, as well as interpret secondary industry research for a client.
2. **Critical and Creative Thinking:** Propose measurable, attainable objectives for a client based on primary and secondary research findings and produce campaign strategy and tactics designed to help the client achieve its goals.
3. **Effective Communication:** Demonstrate both written and oral proficiency within a variety of traditional and new industry communication vehicles and message delivery formats.
4. **Social Intelligence:** Demonstrate an ability to work effectively and responsibly within groups and manage relationships with clients, team members and publics to achieve individual and common goals.
5. **Quantitative and Qualitative Literacy:** Propose an evaluation of a campaign to measure the campaign's effectiveness.

Admission Requirements: School of Communications

The requirements for admission into the undergraduate School of Communications programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions (<http://catalog.qu.edu/general-information/admissions/>) page of this catalog.