BA in Public Relations Curriculum

Students majoring in Public Relations must meet the following requirements for graduation:

**Code** | **Title** | **Credits**
---|---|---
| **University Curriculum** | | 46
| **Required School of Communications core courses** | | 
COM 120 | Media Industries and Trends | 3
| COM 130 | Visual Design | 3
| COM 140 | Storytelling | 3
| **School of Communications Requirements** | | 
Global Issues and Cultures, select two courses | | 6
| Additional courses outside of SoC, one of which must be at the 200 level or higher | | 6
| **Seminars for Success** | | 
COM 101 | Communications First-Year Seminar | 1
| COM 201 | Media Career Development | 1
| **Required major courses** | | 
ADPR 101 | Principles of Public Relations | 3
| ADPR 201 | Writing for Strategic Comm | 3
| ADPR 332 | Communication Research & Analysis | 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
| **Electives** | | 
Select three ADPR electives such as: | | 
ADPR 102 | Principles Adv/Integrated Comm | 9

**Open elective**
Select any School of Communications elective | 3

**Minor Courses** | **18**

**Total Credits** | **120**

All students must complete the 46 credits of the University Curriculum (http://catalog.qu.edu/academics/university-curriculum/). 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.

**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.

**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 a campaign strategy 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.