

# **DEPARTMENT OF MASS COMMUNICATIONS**

## ***Public Relations Option***

***(41 core/elective credits and 11 prerequisite credits)***

Students accepted into the major as of fall 2004 must follow this program. Students accepted into the major before fall 2004 may follow an earlier program.

### **Required Prerequisites/General Education (11 credits)**

MASS 110 (4) Intro to Mass Comm  
ENG 101 (4) Composition  
POL 111 (3) U.S. Government

### **Core (33 credits)**

MASS 221 (4) Media Writing I *Pre: MASS 110, ENG 101*  
MASS 312 (4) Mass Communications Law *Pre: MASS 221, POL 111*  
MASS 360 (4) Publications Layout *Pre: MASS 221*  
MASS 411 (4) Ethics & Press Criticism *Pre: MASS 221*  
MASS 433 (4) Public Relations Principles *Pre: MASS 221*  
MASS 434 (4) Advanced Public Relations Writing *Pre: MASS 433*  
MASS 440 (4) Strategic Communication Research *Pre: MASS 433*  
MASS 450 (4) Strategic Communication Campaigns *Pre: MASS 433, 440*  
MASS 498 (1) Internship *Pre: MASS 221, 312, 360, 433, 434*

### **Elective (8 credits)**

Choose at least 8 credits from the following courses:

MASS 242 (2) Radio Station Operation *Pre: MASS 221*  
MASS 290\* (1-3) Selected Topics *Pre: MASS 221*  
MASS 322\* (4) Media Writing II *Pre: MASS 221*  
MASS 334 (3) Writing & Speaking for Broadcast *Pre: MASS 221*  
MASS 341\* (4) Editorial Process *Pre: MASS 221*  
MASS 351\* (4) Photojournalism *Pre: MASS 221*  
MASS 381 (1) Reading for Honors *Pre: MASS 221*  
MASS 412\* (4) History of Mass Communications *Pre: MASS 221*  
MASS 431\* (4) Magazine Article Writing *Pre: MASS 221*  
MASS 436\* (4) Specialized Writing *Pre: MASS 221*  
MASS 480 (1-3) Mass Media Seminar *Pre: MASS 221*  
MASS 490\* (1-3) Mass Communication Workshop *Pre: MASS 221*  
MASS 499 (1-2) Individual Study *Pre: MASS 221*

*\*These courses serve as required core courses for other mass comm options. Registration priority is always given to students for whom a course is a core requirement. This means PR Option majors will be allowed to take these courses only if space permits after those in other options have registered.*

