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, 434, 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.