

# THE PUBLIC RELATIONS MAJOR

## Class of 22, 23

Program of Study Code: PU20BS

**Please note:** Some of the courses listed below are alphabetically restricted by last name. You must take them in the semester noted.

**First Year:** Credits

- ▶ COM 101      Practical Grammar for Public Communications 1
- ▶ COM 107      Communications and Society 3
- ▶ COM 117      Multimedia Storytelling 3
- ▶ PRL 206      Public Relations Principles & Concepts (Prereq: COM 107) 3  
                   OR Public Relations Principles & Practice (See note # 7)

**Second Year:**

- ▶ PRL 214      Writing for News and Public Relations in a Digital Age 3  
                   OR Writing for Public Relations: Media and Messaging  
                   Prerequisites: COM 107 and PRL 206 (See note #8)  
                   (A-K spring semester; L-Z fall semester)
- ▶ VIS 207      Introduction to Graphic Design 3  
                   (A-K fall semester; L-Z spring semester)

**Second or Third Year:**

- ▶<sup>OR</sup> PRL 215      Advanced Public Relations Writing for a Digital World 3  
                   Prerequisite: PRL 206 and PRL 214
- ▶ PRL 376      Content Optimization for Public Relations Writing 3  
                   Prerequisite: PRL 214 (See note # 9)

**Third Year:**

- ▶ COM 344      Diversity and Media Issues (See note #2.) Prereq: COM 107 1
- ▶ Arts and Sciences Diversity course from Diversity List in *Newhouse Fact Book* \_\_\_\_\_
- ▶ PRL 315      Public Relations Research (Prerequisite: PRL 206) 3
- ▶ PRL 345      The Ethics of Advocacy 3

**Third or Fourth Year:**

- ▶ **Global Experience** (See note #3.) \_\_\_\_\_
- ▶ **Newhouse Elective** (See notes #4 and #5.) 3  
     Any Newhouse course

**Fourth Year:**

- ▶ COM 507      Advertising and Public Relations Law      3  
(A-K fall semester; L-Z spring semester)
  
- ▶ PRL 497      Public Relations Management      3  
OR  
Prerequisites: PRL 215 and 315  
(L-Z fall semester; A-K spring semester)
  
- PRL 424      Public Relations Management and Leadership  
  
Prerequisites: (PRL 215 or PRL 376) and PRL 315 (L-Z fall semester; A-K spring semester)      (See note # 10)

▶ **Capstone Requirement**

- ▶ PRL 325      Public Relations Campaign Planning and Execution      3  
OR  
Prerequisites: (PRL 215 and PRL 315) or ADV 509
  
- ▶ PRL 425      Public Relations Cases and Campaigns  
  
Prerequisites: (PRL 215 or PRL 376) and VIS 207 (See note #11)

**MINIMUM TOTAL      38**

## Notes:

1. **Students graduating from Newhouse may devote no more than 38 of the 122 credits required for graduation to courses in the Newhouse School.** Any courses above the 38-credit hour limit will increase the total hours required for graduation.
2. Students may fulfill the **Diversity Requirement** by taking **COM 344** (1 credit) **AND** one course from the approved list of Arts and Sciences courses on diversity available in the *Newhouse Fact Book*. **OR** students may fulfill the Diversity Requirement by taking an approved three-credit Newhouse class without the Arts and Sciences course. The eligible Newhouse classes are: **COM 346**: Race, Gender and the Media **OR COM 348**: Beauty and Diversity in Fashion Media. Since COM 346 and COM 348 are more than one credit, the additional Newhouse credits will be added to the 122 credits needed for graduation if the student has reached the 38 Newhouse-credit maximum. Students may not receive credit for BOTH COM 344 and COM 346.
3. The **Global Experience** may be fulfilled by studying abroad or by taking an approved class. A list of courses that fulfill this requirement can be found in the *Newhouse Fact Book*. If a student chooses to take a Newhouse class to fulfill this requirement, the additional Newhouse hours will be added to the 122 credits needed for graduation if the student has reached the 38 Newhouse-credit maximum.
4. Public Relations students are limited to three **internship** credits in communications out of the 122 required for graduation. Internships taken for credit would count as Newhouse elective credit. Sophomores, juniors and seniors may receive credit for internship experiences with departmental permission. Singly enrolled Newhouse students are not permitted to enroll in non-communications experience credit without special petition.
5. **PRL Elective:** The Public Relations faculty strongly encourages students to use their Newhouse elective credits to gain the specialized knowledge and skills to be preeminent and obtain a competitive edge above their competition at graduation. These credits may be split between a digital analytics, advanced social media, or a public relations specialization such as investor relations, agency management, internal/employee communication, crisis communication, sports communication or entertainment PR. Similar elective courses will be offered in Los Angeles and New York City, which should give students additional incentive to participate in those opportunities. These elective courses are offered for 1 to 3 credits. These competitive edge elective courses should be completed during junior or senior years.
6. New **PAN Portal ePortfolio Requirement** -- In preparation for PRL497 Public Relations Management, capstone course, students must build a professional e-portfolio of their best quality work, demonstrating their public relations skills, knowledge and abilities, which include writing, multimedia storytelling, research, social media, design and campaigns. This ePortfolio should aid in your job search and should include samples from relevant courses, internships, volunteer experiences, Hill Communications, etc. **Each semester, students should share their ePortfolio with their faculty adviser.**
7. The title of this course has been updated to **PRL 206 Public Relations Principles & Practice**. **Do not take** if you took **PRL 206 Public Relations Principles & Concepts**.
8. The title of this course has been updated to **PRL 214 Writing for Public Relations: Media & Messaging**. **Do not take** if you took **PRL 214 Writing for News and Public Relations in a Digital Age**.
9. The title and number of **PRL 215** have been updated. **Do not take PRL 376 Content Optimization for Public Relations Writing** if you took PRL 215. No Petition required.
10. The title and number of **PRL 497** have been updated. **Do not take PRL 424 Public Relations Management & Leadership** if you took PRL497. No Petition required.
11. The title and number of **PRL 325** have been updated. **Do not take PRL 425 Public Relations Cases & Campaigns** if you took PRL 325. No Petition required.