

Public Relations Major (52 credit hours)

2018-2019

Major Requirements:

- COMM 2000, Media and Society, 3 credit hours
- COMM 2010, The Communication Professional, 1 credit hour
- COMM 2130, Writing for the Media, 3 credit hours
- COMM 2200, Visual Communication, 3 credit hours
- COMM 2240, Public Relations Foundations, 3 credit hours
- COMM 3000, Communication Theories, 3 credit hours
- COMM 3200, Communication Ethics, 3 credit hours
- COMM 3240, Public Relations Campaigns, 3 credit hours
- COMM 3250, Event Planning and Management, 2 credit hours
- COMM 3330, Communication Design, 3 credit hours
- COMM 3340, Public Relations Writing, 3 credit hours
- COMM 3370, Communicating through Social Media, 3 credit hours
- COMM 3440, Public Relations Research, 2 credit hours
- COMM 4000, Communication Law, 3 credit hours
- COMM 4800, Internship, 1 credit hours

4 credit hours from:

- COMM 2840, Fifth Street Communications Staff, 1 credit hour

At least one course from among:

- COMM 3130, Advanced Newswriting and Reporting, 3 credit hours
- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours

Remaining hours from these electives:

- COMM 2140, Digital Production Techniques in Journalism and Public Relations, 3 credit hours
- COMM 3130, Advanced Newswriting and Reporting, 3 credit hours
- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- COMM 4900, Seminar in Communication, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours

Questions? Please contact the Department of Communication & Design Arts at (765) 641-4320.

Public Relations Major Suggested Course Sequence

2018-2019

| SEMESTER 1 | | SEMESTER 2 | |
|---------------------|-----------|---------------------------|---------|
| COMM 2000 | 3 Hours | COMM 2130 | 3 Hours |
| COMM 2010 | 1 Hour | COMM 2200 | 3 Hours |
| ENGL 1100/ENGL 1110 | 3-4 Hours | ENGL 1120 | 3 Hours |
| LART 1050 | 1 Hour | LART 1100 | 2 Hours |
| Foreign Language | 4 Hours | Aesthetic Ways of Knowing | 3 Hours |

| SEMESTER 3 | | SEMESTER 4 | |
|-----------------------|---------|----------------------------|-----------|
| COMM 2240 | 3 Hours | COMM 2840 | 1 Hour |
| BIBL 2000 | 3 Hours | COMM 3340 | 3 Hours |
| Civic Ways of Knowing | 3 Hours | COMM 1000 | 3 Hours |
| Elective | 3 Hours | Personal Wellness | 2-3 Hours |
| | | Scientific Ways of Knowing | 4 Hours |

| SEMESTER 5 | | SEMESTER 6 | |
|-------------------------------------|---------|------------|---------|
| COMM 2840 | 1 Hour | COMM 2840 | 1 Hour |
| COMM 3000 | 3 Hours | COMM 3240 | 3 Hours |
| COMM 3200 | 3 Hours | COMM 3250 | 3 Hours |
| COMM 3370 | 3 Hours | COMM 3440 | 2 Hours |
| Social & Behavioral Ways of Knowing | 3 Hours | Elective | 3 Hours |

| SEMESTER 7 | | SEMESTER 8 | |
|---------------------------|---------|----------------------|-----------|
| COMM 2840 | 1 Hour | COMM 4000 | 3 Hours |
| COMM 3330 | 3 Hours | COMM 4800 | 1-4 Hours |
| Christian Ways of Knowing | 3 Hours | Speaking Intensive | 3 Hours |
| Quantitative Reasoning | 3 Hours | Global/Intercultural | 3 Hours |
| Writing Intensive | 3 Hours | | |

The public relations major at Anderson University include courses in public relations principles, writing, case studies, design, and digital photography. Students work with Fifth Street Communications®, the department's public relations agency, which serves the needs of local nonprofit organizations while providing students with opportunities for hands-on, portfolio-quality work. Under the guidance of knowledgeable faculty, student account executives lead teams that assist nonprofits with strategic planning, copywriting, media relations, and event planning.

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