

Public Relations Major (52 credit hours)

2019-2020

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.

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 3050, Global Communications, 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, 1-4 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
- CPSC 1200, Introduction to Web Programming, 4 credit hours
- ENGL 3140, Writing and Digital Media, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours
- BSNS 2810, Principles of Marketing, 3 credit hours

NOTE: All students must complete 120 total credit hours to graduate from Anderson University.

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

Public Relations with Event Planning Concentration:

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 3050, Global Communications, 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, 1-4 credit hours

3 credit hours from:

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

1 credit hour from:

- COMM/BSNS 3860, Events Practicum, 1 credit hour

9 credit hours from:

- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 3340, Managing Effective Events, 3 credit hours
- BSNS 4340, Events Strategies and Tactics, 3 credit hours

Additional hours from:

- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- ENGL 3160, Professional Writing and Editing, 3 credit hours
- BSNS 3150, Financial Planning, 3 credit hours

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Public Relations with Social Media Concentration:

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 3050, Global Communications, 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, 1-4 credit hours

4 credit hours from:

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

9 credit hours from:

- BSNS 2810, Principles of Marketing, 3 credit hours
- BSNS 4400, Social Media, 3 credit hours
- COMM 2140, Digital Production Techniques, 3 credit hours

Additional hours from:

- COMM 3230, Advanced Feature and Digital Writing, 3 credit hours
- COMM 4800, Internship, 1-3 credit hours
- ENGL 3140, Writing and Digital Media, 3 credit hours
- BSNS 3550, Integrated Branding and Promotion I, 3 credit hours
- CPSC 1200, Introduction to Web Programming, 4 credit hours

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Proposed 4 Year Course Sequence:

- Freshman: COMM 2000, 2010; COMM 2130, 2200
- Sophomore: COMM 2240, 3130/3230/ENGL 3160; COMM 2840, 3340
- Junior: COMM 2480, 3050, 3200, 3370, Department Elective;
COMM 2840, 3240, 3250, 3440, Department Elective
- Senior: COMM 2840, 3330; COMM 4000, 4800

Public Relations Major 4 Year Suggested Course Sequence

2019-2020

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	Aesthetic Ways of Knowing	3 Hours
Civic Ways of Knowing	3 Hours	Social & Behavioral Ways of Knowing	3 Hours
Personal Wellness	2 Hours		
Additional Class	3 Hours		

SEMESTER 3		SEMESTER 4	
COMM 2240	3 Hours	COMM 2840	1 Hour
COMM 3130/3230/ENGL 3160	3 Hours	COMM 3340	3 Hours
BIBL 2000	3 Hours	COMM 1000	3 Hours
Foreign Language	4 Hours	Scientific Ways of Knowing	4 Hours
Additional Class	3 Hours	Additional Class	3 Hours

SEMESTER 5		SEMESTER 6	
COMM 2840	1 Hour	COMM 2840	1 Hour
COMM 3050	3 Hours	COMM 3240	3 Hours
COMM 3200	3 Hours	COMM 3250	3 Hours
COMM 3370	3 Hours	COMM 3440	2 Hours
Department Elective	3-4 Hours	Department Elective	3-4 Hours
Additional Class	3 Hours	Additional Class	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 Ways of Knowing	3 Hours
Additional Class	3 Hours	Additional Class	3 Hours
		Additional Class (If Necessary)	3 Hours

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Proposed 3 Year Course Sequence:

- Freshman: COMM 2000, 2010, 2200; COMM 2130, 3250
- Sophomore: COMM 2240, 3130/3230/ENGL 3160, 3200; COMM 2840, 3050, 3240, 3440
- Summer 2: COMM 4800
- Junior: COMM Elective, 2840, 3330, 3370; COMM 2840, 3340, 4000

Public Relations Major 3 Year Suggested Course Sequence

2019-2020

SEMESTER 1		SEMESTER 2	
COMM 2000	3 Hours	COMM 2130	3 Hours
COMM 2010	1 Hour	COMM 3250	2 Hours
COMM 2200	3 Hours	Elective	3 Hours
LART 1050	1 Hour	ENGL 1120	3 Hours
ENGL 1100/1110	3-4 Hours	Foreign Language	4 Hours
Civic Ways of Knowing	3 Hours	Personal Wellness	2 Hours
Additional Class	3 Hours		

SUMMER 1	
COMM 1000	3 Hours
Quantitative Reasoning	3 Hours
Additional Class	3 Hours

SEMESTER 3		SEMESTER 4	
COMM 2240	3 Hours	COMM 2840	1 Hour
COMM 3130/3230/ENGL 3160	3 Hours	COMM 3050	3 Hours
COMM 3200	3 Hours	COMM 3240	3 Hours
BIBL 2000	3 Hours	COMM 3440	2 Hours
Global/Intercultural Ways of Knowing	3 Hours	Christian Ways of Knowing	3 Hours
Aesthetic Ways of Knowing	3 Hours	Speaking Intensive	3 Hours
		Additional Class	3 Hours

SUMMER 2	
COMM 4800	1-4 Hours
Scientific Ways of Knowing	4 Hours

SEMESTER 5		SEMESTER 9	
COMM 2840	1 Hour	COMM 2840	2 Hours
COMM 3330	3 Hours	COMM 3340	3 Hours
COMM 3370	3 Hours	COMM 4000	3 Hours
Department Elective	3-4 Hours	Social and Behavioral Ways of Knowing	3 Hours
Department Elective	3-4 Hours	Additional Class	3 Hours
Additional Class	3 Hours	Additional Class	3 Hours

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