

Public Relations Complementary Major (35 credit hours)

The public relations major at Anderson University includes courses in public relations principles, writing, case studies, design, and event planning. 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. The complementary major can be easily paired with another major including marketing, management, Spanish, visual communication design, psychology, and Christian Ministries.

Major Requirements:

- COMM 2000, Media and Society, (3 hours)
- COMM 2130, Writing for the Media, (3 hours)
- COMM 2240, Public Relations Foundations, (3 hours)
- COMM 2840, Fifth Street Communications Staff, (2 hours, PRQ 2130, 2240)
- COMM 3050, Global Communication, (3 hours)
- COMM 3240, Public Relations Campaigns, (3 hours, PRQ 2240)
- COMM 3250, Event Planning and Management, (2 hours)
- COMM 3310, Interpersonal Communication, (3 hours)
- COMM 3340, Public Relations Writing, (3 hours, PRQ 2130, 2240)
- COMM 3370, Communicating through Social Media, (3 hours)
- COMM 3440, Public Relations Research, (2 hours, PRQ 2130, 2240)
- COMM 4800, Internship, (2 hours)

At least one course from the following:

- COMM 3130, Advanced Newswriting and Reporting, (3 hours, PRQ 2130)
- COMM 3230, Advanced Feature and Digital Writing, (3 hours, PRQ 2130)

Remaining hours from the following electives:

- COMM 2140, Producing Multimedia Content, (3 hours, PRQ 2000)
- COMM 2200, Visual Communication, (3 hours)
- COMM 3130, Advanced Newswriting and Reporting, (3 hours, PRQ 2130)
- COMM 3200, Communication Ethics, (3 hours, PRQ 2000)
- COMM 3230, Advanced Feature and Digital Writing, (3 hours, PRQ 2130)
- COMM 4000, Communication Law, (3 hours, PRQ 2000)
- BSNS 2810, Principles of Marketing, (3 hours)

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

Proposed Course Sequence:

Freshman: COMM 2240; COMM 2000, 2130
 Sophomore: COMM 3130/3230; COMM 3050
 Junior: COMM 3370, 3440, Department Elective; COMM 3250, 3340
 Senior: COMM 2840, 4800; COMM 2840, 3240

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SEMESTER 1		SEMESTER 2	
COMM 2240	3 Hours	COMM 2000	3 Hours
ENGL 1100/ENGL 1110	3-4 Hours	COMM 2130	3 Hours
LART 1050	1 Hour	ENGL 1120	3 Hours
Civic Ways of Knowing	3 Hours	Aesthetic Ways of Knowing	3 Hours
Personal Wellness	2 Hours	Social & Behavioral Ways of Knowing	3 Hours
Additional Class	3 Hours		

SEMESTER 3		SEMESTER 4	
COMM 3130/3230	3 Hours	COMM 3050	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
		Additional Class	3 Hours

SEMESTER 5		SEMESTER 6	
COMM 3370	3 Hours	COMM 3250	2 Hours
COMM 3440	2 Hours	COMM 3340	3 Hours
Department Elective	3 Hours	Quantitative Reasoning	4 Hours
Additional Class	3 Hours	Additional Class	3 Hours
Additional Class	3 Hours	Additional Class	3 Hours

SEMESTER 7		SEMESTER 8	
COMM 2840	1 Hour	COMM 2840	1 Hour
COMM 4800	2 Hours	COMM 3240	3 Hours
Christian Ways of Knowing	3 Hours	COMM 3310	3 Hours
Additional Class	3 Hours	Speaking Intensive	3 Hours
Additional Class	3 Hours	Additional Class	3 Hours

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