

LIBERAL STUDIES: Humanities/Social Science

Public Relations in the Workplace Program Sequence B

Required credits: 18

Introductory Level: 3 credits

PR 06350 Introduction to Public Relations (*prerequisite College Comp 2*)

Advanced Level Courses: 12 credits

ADV 04330 Introduction to Advertising (*prerequisite College Comp 2*)

PR 06310 Intro to Public Relations and Advertising Research (*prerequisite 60 credits*)

PR 06301 Basic Public Relations Writing

ADV 04360 Integrated Marketing Communication (*prerequisites PR 06350 and ADV 04330*)

Senior Level Capstone: 3 credits

PR 99362 Public Opinion (*prerequisite PR 06310*)