

# BA in Public Relations

51 units

The public relations major (<https://www.apu.edu/comm/programs/public-relations-major/>) is an innovative program that offers in-depth study of the field and emphasizes hands-on experience. Students create their own professional portfolio, gain experience working in APU's student-run agency, join the local chapter of the Public Relations Student Society of America, develop global public relations skills through international study-away trips, and become specialists in nonprofit, entertainment, or sports PR.

## Career Opportunities

To prepare for career opportunities, students are required to complete a 3-unit communication internship prior to graduation. In addition, students can enroll in PUBR 325 Public Relations Agency and study away in the summer through PUBR 450 Public Relations International Experience. Public relations graduates often work as:

- Public relations managers
- Communication directors
- Creative directors
- Spokespersons
- Event planners
- Marketing analysts
- Media relations specialists
- Nonprofit communication professionals
- Media relations specialists
- Copy writers
- Bloggers
- Graphic designers
- Producers

## Requirements

To graduate, public relations majors must maintain a cumulative grade-point average of 2.0 or higher in their major coursework.

| Code   | Title  | Units |
|--|--|-------|
| <b>Lower-Division Core</b>   |  |       |
| COMM 111   | Public Communication <sup>1</sup>                              | 3     |
| PUBR 250   | Introduction to Public Relations                               | 3     |
| COMM 200   | Introduction to Mass Communication                             | 3     |
| PUBR 215   | Public Relations and Social Media                              | 3     |
| JOUR 230   | Video Production: Introduction                                 | 3     |
| <b>Upper-Division Core</b>   |  |       |
| PUBR 330   | Writing 3: Public Relations Writing for Campaigns <sup>2</sup> | 3     |
| PUBR 340   | Digital Storytelling   | 3     |
| PUBR 350   | Reputation Management  | 3     |
| PUBR 400   | Public Relations Management and Ethics                         | 3     |
| JOUR 315   | Visual Design and Branding                                     | 3     |
| JOUR 335   | Journalism Research Methods                                    | 3     |
| COMM 490   | Communication Internship <sup>3</sup>                          | 3     |
| PUBR 496   | Public Relations Capstone                                      | 3     |
| <b>Electives</b>   |  |       |
| Select 12 units from the following (at least 6 units must be from PUBR courses): |  | 12    |
| PUBR 325   | Public Relations Agency  |       |
| PUBR 420   | Public Relations, Non-profits and Social Causes                |       |
| PUBR 430   | Innovation and Creativity                                      |       |
| PUBR 440   | Public Relations and Entertainment                             |       |

|          |  |
|----------|--|
| PUBR 450 | Public Relations International Experience                |
| PUBR 495 | Special Topics in Public Relations: Crisis Communication |
| JOUR 345 | Sports Strategic Communication and Public Relations      |
| COMM 230 | Small Group Communication                                |
| COMM 302 | Rhetorical Theory  |
| COMM 335 | Leadership Communication                                 |
| COMM 420 | Conflict Management                                      |
| COMM 430 | Organizational Communication                             |
| COMM 440 | Persuasion and Attitude Change                           |

**Total Units**

**51**

- <sup>1</sup> Meets the General Education Oral Communication requirement.  
<sup>2</sup> Meets the General Education Writing 3 requirement.  
<sup>3</sup> Meets the General Education Integrative and Applied Learning requirement.

## Program Learning Outcomes

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Students who successfully complete this program shall be able to:

1. Identify major theories and development of the field of public relations.
2. Understand how public relations techniques create relationships between organizations and their different publics.
3. Apply Christian ethical principles to the practice of public relations.
4. Select public relations strategies and techniques to solve communication problems.
5. Utilize quantitative and qualitative tools to produce research in the field of public relations.
6. Create professional public relations campaigns.
7. Build a personal portfolio of public relations artifacts.