

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
Lower-Division Core		
COMM 111	Public Communication ¹	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
Upper-Division Core		
PUBR 330	Writing 3: Public Relations Writing for Campaigns ²	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 ³	3
PUBR 496	Public Relations Capstone	3
Electives		
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

- ¹ Meets the General Education Oral Communication requirement.
² Meets the General Education Writing 3 requirement.
³ 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.