

PUBLIC RELATIONS, BA

Bachelor of Arts in Public Relations (C60100BA)

More on the Public Relations major (<https://www.uakron.edu/schlcomm/ugrad-programs/public-relations/>)

Public Relations is all about building and maintaining beneficial relationships between organizations and their stakeholders and customers. The organization's message is the foundation of building those relationships. As a PR representative, students will create and shape those messages between an organization and its public.

Our PR degree path provides students with real-world experiences through service-learning; exposure to people, organizations and scenarios that foster creativity; and helps develop the critical thinking skills students will use throughout their career in the industry

Program Contact

Julia Spiker
Professor, School of Communication
330-972-7198
jspiker@uakron.edu (jec37@uakron.edu)

The following information has official approval of **The School of Communication** and **The Buchtel College of Arts & Sciences**, but is intended only as a supplemental guide. Official degree requirements are established at the time of transfer and admission to the degree-granting college. Students should refer to the Degree Progress Report (Stellic) which is definitive for graduation requirements. *Completion of this degree within the identified time frame below is contingent upon many factors, including but not limited to: class availability, total number of required credits, work schedule, finances, family, course drops/withdrawals, successfully passing courses, prerequisites, among others.* The transfer process is completed through an appointment with your academic advisor.

Three year accelerated option: for first time students who have earned credits for at least the first year of courses. Credits can be earned through qualifying scores on appropriate Advanced Placement (AP) exams or through [College Credit Plus](#) Program (CCP) courses. Credits for qualifying AP scores or CCP courses are determined by the appropriate academic department. Departments may assign varied course credit, depending on the student's score on an AP exam or [grade in a CCP](#) course. Students may also receive credit by examination or via placement tests, where appropriate.

Requirements Summary

Code	Title	Hours
	General Education Requirements (https://bulletin.uakron.edu/undergraduate/general-education/)	36
	College of Arts & Sciences Requirements	12-24
	Communication Core	15
	Public Relations Core	12
	Public Relations Electives	12
	Minor Requirement	18

Additional Credits for Graduation *	15-3
Total Hours	120

* Bachelor's degrees require a minimum of 120 credit hours for graduation.

General Education Courses

Code	Title	Hours
Students pursuing a bachelor's degree must complete the following General Education coursework. Diversity courses may also fulfill major or Breadth of Knowledge requirements. Integrated and Applied Learning courses may also fulfill requirements in the major.		
Academic Foundations		12
<i>Mathematics, Statistics and Logic: 3 credit hours</i>		
<i>Speaking: 3 credit hours</i>		
<i>Writing: 6 credit hours</i>		
Breadth of Knowledge		22
<i>Arts/Humanities: 9 credit hours</i>		
<i>Natural Sciences: 7 credit hours</i>		
<i>Social Sciences: 6 credit hours</i>		
Diversity		
Domestic Diversity		
Global Diversity		
Integrated and Applied Learning		2
<i>Select one class from one of the following subcategories:</i>		
Complex Issues Facing Society		
Capstone		
<i>Review the General Education Requirements page for detailed course listings.</i>		
Total Hours		36

College of Arts & Sciences Requirements

Code	Title	Hours
Degree requirements in Arts & Sciences include either 1) the demonstration of ability to use another language by completion of the second year of a foreign language, or 2) the completion of a certificate program outside of the Communication department		
<i>2 Year Language Proficiency</i>		14
101 Beginning I		
102 Beginning II		
201 Intermediate I		
202 Intermediate II		
SLPA 222	Survey of Deaf Culture in America (American Sign Language option only)	
-or-		
<i>Certificate program</i> ¹		12-24

¹ Please see your advisor for a list of available certificate programs

Code	Title	Hours
Students must also complete a minimum of 40 credits (excluding workshops) consisting of either:		

Upper-level (300/400) courses both in and outside of the student's major;
or other courses outside the major department approved by the student's major department chair (permission should be obtained prior to enrollment); these may not include workshops

Communication Core ¹

Code	Title	Hours
COMM 101	Introduction to Communication	3
COMM 210	Multiplatform Production	3
COMM 245	Argumentation	3
COMM 384	Communication Research	3
<i>Select one of the following:</i>		3
COMM 480	Communication Internship ²	
-or-		
COMM 485	Honors Project in Communication	
-or-		
COMM 499	Capstone in Communication	
Total Hours		15

¹ Grade of C or better is required in Communication Core courses.

² Students must have 90 credits to qualify.

Public Relation Core

Code	Title	Hours
COMM 219	Introduction to Public Relations	3
COMM 303	Public Relations Writing	3
COMM 404	Public Relations Cases	3
COMM 409	Public Relations Strategic Campaigns	3
Total Hours		12

Public Relations Electives

Code	Title	Hours
9 credits from the list below and 3 credits from any COMM course not included in the list:		12
COMM 307	Principles of Social Media	
COMM 309	Public Relations Publications	
COMM 350	Event Planning	
COMM 406	Public Relations Theory	
COMM 410	Digital Content Creation	
COMM 429	Advanced Strategic Social Media	
COMM 450	Special Topics in Communication (Crisis Communication)	
<i>The following courses DO NOT satisfy this requirement:</i>		
COMM 105	Introduction to Public Speaking	
COMM 106	Effective Oral Communication	
Total Hours		12

¹ Co-curricular activities (Forensics, WZIP, ZTV, Buchtelite) are limited to a total of three credits to be applied to the Public Relations Electives.

Minor Requirement

Code	Title	Hours
Completion of a Minor or Second Major (not in Communication) or earned Associate Degree		18
Total Hours		18

Recommended Sequence

1st Year		Hours
Fall Semester		
COMM 101	Introduction to Communication ⁵	3
ENGL 111	English Composition I	3
COMM 105	Introduction to Public Speaking ^{4,5}	3
	or COMM 106 or Effective Oral Communication	
STAT 260	Basic Statistics ²	3-4
	or STAT 250 or Statistics for Everyday Life	
	Beginning Language I or Certificate Course ^{1,3}	3-4
Hours		15-17
Spring Semester		
ENGL 112	English Composition II ¹	3
COMM 210	Multiplatform Production ⁵	3
	Beginning Language II or Certificate Course ^{2,3}	3-4
	Natural Science Requirement	3
	Social Science Requirement	3
Hours		15-16
2nd Year		
Fall Semester		
COMM 245	Argumentation ⁵	3
COMM 325	Intercultural Communication ⁶	3
	Natural Science with lab Requirement	4
	Intermediate Language I or Certificate Course ³	3
	Social Science Requirement	3
Hours		16
Spring Semester		
COMM 219	Introduction to Public Relations	3
	Intermediate Language II or Certificate Course ⁴	3
	Public Relations Elective ⁷	3
	Arts/Humanities Requirement	3
	Global Diversity Requirement	3
Hours		15
3rd Year		
Fall Semester		
COMM 303	Public Relations Writing	3
COMM 384	Communication Research	3
	Arts/Humanities Requirement	3
	Public Relations Elective ⁷	3
	Minor Requirement ⁸	3
Hours		15

Spring Semester

COMM 404	Public Relations Cases	3
	Public Relations Elective ⁷	3
	Arts Requirement	3
	Minor Requirement ⁸	3
	Minor Requirement ⁸	3
Hours		15

4th Year**Fall Semester**

COMM 409	Public Relations Strategic Campaigns	3
	Public Relations Elective ⁷	3
	Minor Requirement ^{8,9}	3
	Minor Requirement ^{8,9}	3
	Certificate Course 5 or Upper Level Elective	3
Hours		15

Spring Semester

	Complex Issues Requirement	3
	Minor Requirement ^{8,9}	3
	Certificate Course 6 or Upper Level Elective	3
	Certificate Course 7 or Upper Level Elective ¹⁰	3
	Select one of the following:	3
COMM 499	Capstone in Communication	
COMM 485	Honors Project in Communication	
COMM 480	Communication Internship	
Hours		15

Total Hours 121-124

¹ ENGL 222 Technical Report Writing is an option for the second semester writing requirement.

² Any course that meets the General Education Mathematics, Statistics, and Logic requirement may be taken.

³ Students are required to complete four semesters of a modern language or sign language OR complete a certificate from the approved list (see below). Demonstration of ability to use another language by completion of the second year of a modern language or sign language is required through coursework, AP, CLEP, or Oral Proficiency Interview. See your advisor for placement. Please note that all four semesters must be completed in the SAME language and it's recommended you begin your first language course as soon as possible. Students can also complete one of the following certificates, instead of a language, to satisfy this requirement: Applied Political Communication [370019C], Artificial Intelligence [360010C], Conflict Transformation & Social Entrepreneurship [370016C], Parent and Family Education [H40203C], Entrepreneurship [630000C], Health Care Selling [660108C], International Business [680000C], Applied Politics [370005C], Asian Studies [340001C], Environmental Studies [337004C], Field Archaeology [324001C], Gerontology [300006C], Latin American Studies [300008C], Linguistic Studies [330008C], Middle Eastern Studies [340002C], Pan-African Studies [300002C], Research Methods for the Social Sciences [385000C], Teaching English as a Second Language [330003C], Women's Studies [300110C], Manual Communication [H70007C], Museum and Archives Studies [140001C], and Addiction Services [226106C].

⁴ COMM 105 Introduction to Public Speaking and COMM 106 Effective Oral Communication are the required courses to meet the General Education Speaking requirement.

⁵ A grade of C or better is required in order to graduate.

⁶ The School of Communication recommends COMM 325 Intercultural Communication to meet both a Communication elective and the Domestic Diversity requirement.

⁷ Public Relations Electives: Complete 12 credits of coursework from COMM 209 Principles of Sales, COMM 309 Public Relations Publications, COMM 325 Intercultural Communication, COMM 405 Media Copywriting, COMM 406 Public Relations Theory, or any 7600 courses not included above and not including COMM 105 and COMM 106.

⁸ A student must complete one of the following: (1) A university approved minor from the Undergraduate Bulletin, (2) An earned Associate's or Bachelor's degree, (3) A second major not in Communication.

⁹ Degree requirements in Arts & Sciences require a minimum of 40 credits of 300/400 level courses (excluding workshops). In order to meet this requirement, courses in the minor area of study should be at the upper level. In order to assist students in graduating on time, only students in a degree granting college may take upper level (300/400) Communication courses. General electives can be any course not already required.

¹⁰ This course is not needed if a modern language is taken instead of the a certificate program.