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)

Requirements

Summary

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General Education Requirements (<a href="https://bulletin.uakron.edu/undergraduate/general-education">https://bulletin.uakron.edu/undergraduate/general-education</a>)</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>College of Arts &amp; Sciences Requirements</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Communication Core</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Public Relations Core</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Public Relations Electives</td>
<td>12</td>
</tr>
<tr>
<td></td>
<td>Minor Requirement</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>Additional Credits for Graduation</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Total Hours</td>
<td>120</td>
</tr>
</tbody>
</table>

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

General Education Courses

Students pursuing a bachelor's degree must complete three tiers of General Education coursework. Tiers I and II provide students with foundational skills and breadth of disciplinary knowledge. Tier III courses require students to integrate knowledge, understand diverse perspectives, and think critically about complex issues. Courses tagged for Tier III may also fulfill major or Disciplinary Area requirements.

Tier I: Academic Foundations

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantitative Reasoning: 3 credit hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Speaking: 3 credit hours</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Writing: 6 credit hours</td>
<td></td>
<td></td>
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</tbody>
</table>

Tier II: Disciplinary Areas

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arts/Humanities: 9 credit hours</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Tier III: Tagged Courses

Select one class from each of the following subcategories:

- Complex Systems
- Critical Thinking
- Domestic Diversity
- Global Diversity

Review the General Education Requirements page for detailed course listings.

Total Hours 34

College of Arts & Sciences Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Degree requirements in Arts &amp; Sciences include the demonstration of ability to use another language by completion of the second year of a foreign language.</td>
<td>14</td>
</tr>
<tr>
<td></td>
<td>Foreign Language</td>
<td></td>
</tr>
<tr>
<td>101</td>
<td>Beginning I</td>
<td></td>
</tr>
<tr>
<td>102</td>
<td>Beginning II</td>
<td></td>
</tr>
<tr>
<td>201</td>
<td>Intermediate I</td>
<td></td>
</tr>
<tr>
<td>202</td>
<td>Intermediate II</td>
<td></td>
</tr>
<tr>
<td>7700:222</td>
<td>Survey of Deaf Culture in America (American Sign Language option only)</td>
<td></td>
</tr>
</tbody>
</table>

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

Select one of the following:

- 7600:480 Communication Internship
- or- 7600:485 Honors Project in Communication
- or- 7600:499 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

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>7600:219</td>
<td>Introduction to Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>7600:303</td>
<td>Public Relations Writing</td>
<td>3</td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Hours</td>
</tr>
<tr>
<td>--------</td>
<td>------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>7600:404</td>
<td>Public Relations Cases</td>
<td>3</td>
</tr>
<tr>
<td>7600:409</td>
<td>Public Relations Strategic Campaigns</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Hours</strong></td>
<td><strong>12</strong></td>
</tr>
</tbody>
</table>

**Public Relations Electives**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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</thead>
<tbody>
<tr>
<td></td>
<td><strong>12 credits from the list below or any 7600 courses not included above:</strong></td>
<td><strong>12</strong></td>
</tr>
<tr>
<td>7600:209</td>
<td>Principles of Social Media</td>
<td></td>
</tr>
<tr>
<td>7600:309</td>
<td>Public Relations Publications</td>
<td></td>
</tr>
<tr>
<td>7600:406</td>
<td>Advanced Public Relations Theory</td>
<td></td>
</tr>
<tr>
<td>7600:429</td>
<td>Advanced Strategic Social Media</td>
<td></td>
</tr>
<tr>
<td>7600:xxx</td>
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</tbody>
</table>

*The following courses DO NOT satisfy this requirement:*

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>7600:105</td>
<td>Introduction to Public Speaking</td>
<td></td>
</tr>
<tr>
<td>7600:106</td>
<td>Effective Oral Communication</td>
<td></td>
</tr>
</tbody>
</table>

**Total Hours**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td></td>
<td><strong>12</strong></td>
<td></td>
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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**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Completion of a Minor or Second Major (not in Communication) or earned Associate Degree</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

**Total Hours**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td></td>
<td><strong>18</strong></td>
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