

# COMMUNICATION, B.S. - PUBLIC RELATIONS CONCENTRATION

The departmental major in speech communication is grounded in the liberal arts and allows students to concentrate in one of three options: communication studies, public relations, or theatre. Students take a common core of required courses in the major and in specific options, with electives chosen in consultation with an advisor.

The Public Relations concentration provides students with both a social science and humanistic approaches to this field. The relationship of organizations to their various publics is studied scientifically and as an art, with emphasis on writing and critical thinking as the basis for communicating. Students will study both the theory and practice of this major, while also having opportunities outside of the classroom to build their skills. Millersville's curriculum follows Public Relations Society of America (PRSA) guidelines, engages students in social media and prepares them to anticipate crisis communication situations.

Upon acceptance into the speech communication program, the following academic requirements must be maintained in order to graduate: a C or higher is required in each core course before taking the next higher core course; student progress in the major is reviewed no later than the semester following completion of 60 hours. Students in the major must attain a 2.5 GPA in the major in order to be retained in the major.

## Major in Communication

Code	Title	Hours
CORE COMMUNICATION COURSES (C- OR BETTER)		12
COMM 101	Introduction to Communication	
COMM 201	Theory of Communication	
COMM 301	Communication Research	
COMM 401	Critical-Cultural Studies in Communication	
OPTION DECLARED		
Option in Public Relations - See separate block		
<b>Total Hours</b>		<b>12</b>

## Option in Public Relations

Code	Title	Hours
<b>REQUIRED PUBLIC RELATIONS COURSES</b>		
COMM 251	Public Relations I: Intro to Principles & Theory	3
COMM 351	Public Relations II: Public Relations Writing	3
COMM 451	Public Relations Issues	3
COMM 452	Public Relations Campaigns	3
<b>MEDIA FOUNDATION COURSES</b>		
COMM 121	Intro to Media Arts Production	3
COMM 206	Communication and Media Law	3
Survey of Mass Media		3
COMM 220	Survey of Media	
JRNL 313	Fundamentals of Journalism	3
<b>ELECTIVES A: PROFESSIONAL COMMUNICATION</b>		
undefined - Choose 3 hours from:		3
COMM 224	Organizational Communication 1	

COMM 225	Nonprofit Sector Communication
COMM 305	Business and Professional Communication
COMM 300	Co-Op Ed Experience in Comm
COMM 400	Co-Op Ed Experience in Comm

### ELECTIVES B: PERSUASIVE MESSAGING

undefined - Choose 3 hours from:		3
COMM 371	Crisis Emergency & Risk Comm	
COMM 403	Persuasion & Social Media Infl	
COMM 441	Political Communication	
COMM 429	Topics in Communication	
COMM 461	Health Communication	
WRIT 343	Theories of Rhetoric	

### ELECTIVES C: DIGITAL MESSAGING

undefined - Choose 6 hours from:		6
COMM 380	Digital Media Writing	
COMM 390	Social Media Campaigns	
JRNL 327	Feature Writing and Magazine Journalism	
WRIT 317	Editing for Publication	
AENG 356	Desktop Publishing	

Students in the PR concentration are recommended to take BUAD 101 or ENTR 201 for G3 and ENGL 316 or ENGL 318 for Advanced Writing (AW) in General Education.

**Total Hours** **36**