

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.