

Public Relations (BSPR)

Total Hour Required: 120

Plan of Study

The Plan of Study is a suggested four-year course sequence to support academic planning and serves as a helpful guide. Currently enrolled students should meet with their academic advisor to tailor their course selections and timelines to their individual goals and circumstances.

Course	Title	Hours
Year 1		
Semester 1		
COM 301E	Introduction to Communication Foundations	3
P R 305	Fundamentals of Public Relations	3
<u>Natural Science and Technology, Part I (030)</u>		3
RHE 306	Rhetoric and Writing	3
<u>First-Year Signature Course (090)</u>		3
Hours		15
Semester 2		
Free Elective		3
P R 309	Introduction to Advertising and Public Relations Research	3
<u>U.S. History (060)</u>		3
<u>Visual and Performing Arts (050)</u>		3
<u>Natural Science and Technology, Part I (030)</u>		3
Hours		15
Year 2		
Semester 1		
J 317	Journalism Practices	3
or P R 317	or Writing for Public Relations	
<u>American and Texas Government (070)</u>		3
COM 302E	Interdisciplinary Communication Foundations	3
Language, Communication, and Culture		6
Hours		15
Semester 2		
P R 353	Advertising and Public Relations Law and Ethics	3
Free Elective		3
<u>American and Texas Government (070)</u>		3
Language, Communication, and Culture		6
Hours		15
Year 3		
Semester 1		
ADV 344K	Advertising and Public Relations Research	3
P R 348	Public Relations Techniques	3
P R 360	Business Foundations for Public Relations	3
Language, Communication, and Culture		3
Free Elective		3
Hours		15
Semester 2		
MKT 320F	Foundations of Marketing	3
ADV 345J	Advertising and Public Relations Media Planning	3
PR or ADV course		3
<u>Social and Behavioral Sciences (080)</u>		3
<u>U.S. History (060)</u>		3
Hours		15
Year 4		
Semester 1		
P R 352	Strategies in Public Relations	3
P R 367	Integrated Communications Management	3
P R 350	Public Relations Internship	3
<u>Humanities (040)</u>		3

Upper-division elective		3
	Hours	15
Semester 2		
P R 377K	Integrated Communications Campaigns	3
Free Elective		3
Natural Science and Technology, Part II (093)		3
Non-ADV/P R elective		3
Upper-division Non-ADV/P R elective		3
	Hours	15
	Total Hours	120

Requirements

All requirements are listed below, starting with the most specialized moving to the most general. Additional requirements may follow the table, so be sure to read the entire page. Some required courses listed below may also satisfy General Education requirements, including Core Curriculum.

Code	Title	Hours
Major		
P R 305	Fundamentals of Public Relations	3
P R 309	Introduction to Advertising and Public Relations Research	3
P R 348	Public Relations Techniques	3
P R 350	Public Relations Internship	3
OR		
P R 650	Public Relations Internship	
P R 352	Strategies in Public Relations	3
P R 353	Advertising and Public Relations Law and Ethics	3
P R 360	Business Foundations for Public Relations	3
P R 367	Integrated Communications Management	3
P R 377K	Integrated Communications Campaigns	3
Hours chosen from: non-internship ADV and/or P R coursework		3
ADV 344K	Advertising and Public Relations Research	3
ADV 345J	Advertising and Public Relations Media Planning	3
J 317	Journalism Practices	3
or P R 317	Writing for Public Relations	
MKT 320F	Foundations of Marketing	3
or MKT 337	Principles of Marketing	
Subtotal		42
Free electives: Additional coursework to reach total hours required.		24
Subtotal		24
General Education		
<u>Core Curriculum</u>		42
<u>Foreign Language other than English, Beginning Proficiency</u>		
Subtotal		
<u>College Requirements - Communication</u>		12
<u>General University Requirements</u>		
Total Hours		120

Additional Requirements and Policies

- At least 36, but no more than 54, semester hours of coursework in advertising and public relations, of which at least 24 hours must be upper-division.
- The student must complete P R 309, P R 367, and P R 377K in residence.
- A student may not earn both the Bachelor of Science in Advertising and the Bachelor of Science in Public Relations.

- Some students may wish to apply to a competitive elective initiative to fulfill additional elective hours; the sequences require application and approval to enroll.
- A candidate for a degree must have an officially declared major in the Moody College of Communication at the time the degree is awarded.